

BHHC-2-3-4 (1-56)

Fl.:

Letters, telegrams

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The Becker - Oalies Co. — 1953
75th Anniversary

Mr + Mrs C. T. French, Albuquerque
 Mr + Mrs E. H. Stearns do
 Mrs. Ethel C. Lockwood "
 Mr Jacobo Garcia 719 Bernard st
 Mr Manolo Sanchez Belen nm
 Mrs Pete Armijo Bosque, n. Mex. Bt 306
 Mrs Tina Alarid Bosque, n. Mex. Bt 306
 Arch Dial - The Sherwin-Williams Co Albuquerque, N.M.
 Fred & V York Albuquerque, N.M.
 Loring Gordon 321 North Main St. Belen, N.M.
 W. E. King Standard Oil Co. of Texas, El Paso, Texas
 N. H. Black Standard Oil Co. of Texas, Albuquerque, N.M.
 J. Hering Standard Oil Co. of Texas Albuquerque N.M.
 C. L. Billingsley - Wilson & Co. Inc Lubbock, Texas
 John D. Lescher Wilson & Co. Inc St Louis - Mo -
 Mrs. J. A. Alvey Las Vegas, N.M.
 Janet M. Primm St. Louis, Mo.
 Kenneth R. Saep. Albuquerque, N.M.
 Jim Dell Albuquerque 444
 Mela Abuyta Belen n Mex
 Mrs Andrea Abuyta Belen, n Mex
 I may Sanchez Belen, n. Mex
 Mrs Jose R. Cruz Salas. Belen n Mex 211 So 5th
 Mrs. Willie Roach Bt 831, Belen N.M.
 Mrs Tom I Sanchez 201 S 5th Belen N Mex
 Mrs A. B. Duran 922 Gilbert Belen n. Mex
 Mrs A J Pemberton 404 N. 3rd Belen n.m
 Mrs Rena Goodway 419 N. 2nd Belen n.m

Mrs. Loyal F. Craig - Belen -

Mr. Loyal F. Craig - Belen -

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Mrs Lucinda Otero - 1032 W. Gilbert

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Miss Lucio E. Armijo Rt I Box 50 H Belen

" Andrea Armijo Rt I Box 50 A, Belen

Miss Tillie M. Baca Rt H Box 658 Los Lunas

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Lillie Valles 1015 W. mesa Rd Belen

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Miss Severa Louato

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Roseann Otero Rt 1 Box 222 Los Lunas N.M.

Adan Valley. 1015, W mesa Rd.

Mrs Marcus Whiburn Bosque N.M.

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Eligio Sanchez J' 412 So 6th Belen

Mrs M. C. Garcia 1200 West Becken Belen

Luis S. Chavez 614 N 3rd

Francis Espinosa Los Trujillos

Plutarco Aragon Belen

Ernie Marrujo

al Marrujo

Richard C. Paul Viginta, N.M.

Mrs. Richard C. Paula Viginta, N.M.

Joe Gibbons - Belen N.M.

Daniel Eppele. Belen. N.M.

Mr & Mrs Palito Lafaya 106 aragon Belen

" " Modesto P. Baca

Mr & Mrs. Marvin A Jones

Pete Gallegos P.O. 463

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"Mrs Albert Trujillo

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Mrs. Ethel Pepper.

Mrs. J. M. Dennis Rt. 1. Box 455

Mrs. R. C. Spraggins 418 Coronado Belen

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Rafael Sanchez Rt. 1. Box 142 Belen

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Salomon Maestas Rt. 1 Box 128 Belen N.M.

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Carl P. Kendall 413 N. 2nd Street

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Mrs. T. L. Castillo

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Fahn W. Cherry, R.F.D. Box 381 Belen

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Mrs Lucio Huruf 306 So 7th. Belen.

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Juddie Patracio Simon Rt 1, Box 103 A R. Road

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mt Mrs Eliazas Padilla 308 So 3rd Belen

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Loreto, Kate Box 123 Belen

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Mrs Ramon Chavez

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Desiderio Castillo 120 Rein. Ken Ave. Belen N. Mex
Belen N. Mex

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Ysabel Gonzales. Bot 847 Belen

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Rosa Mora Rt 1 Box 263 Belen n.m.

Ualdo Murule 819 1/2 South Main St.

William H. Keys 627 Bernard

Mucio Plas 319 N. 6th St. Belen

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Raynaldo Sanchez 407 So 3rd.

Isaias Baca Rt. 1 Box 290 Bosque New Mex.

Eloia Baca Rt. 1 Box 290 Bosque New Mex.

Marilyn Jones 409 So. 6th St. Belen N. Mex.

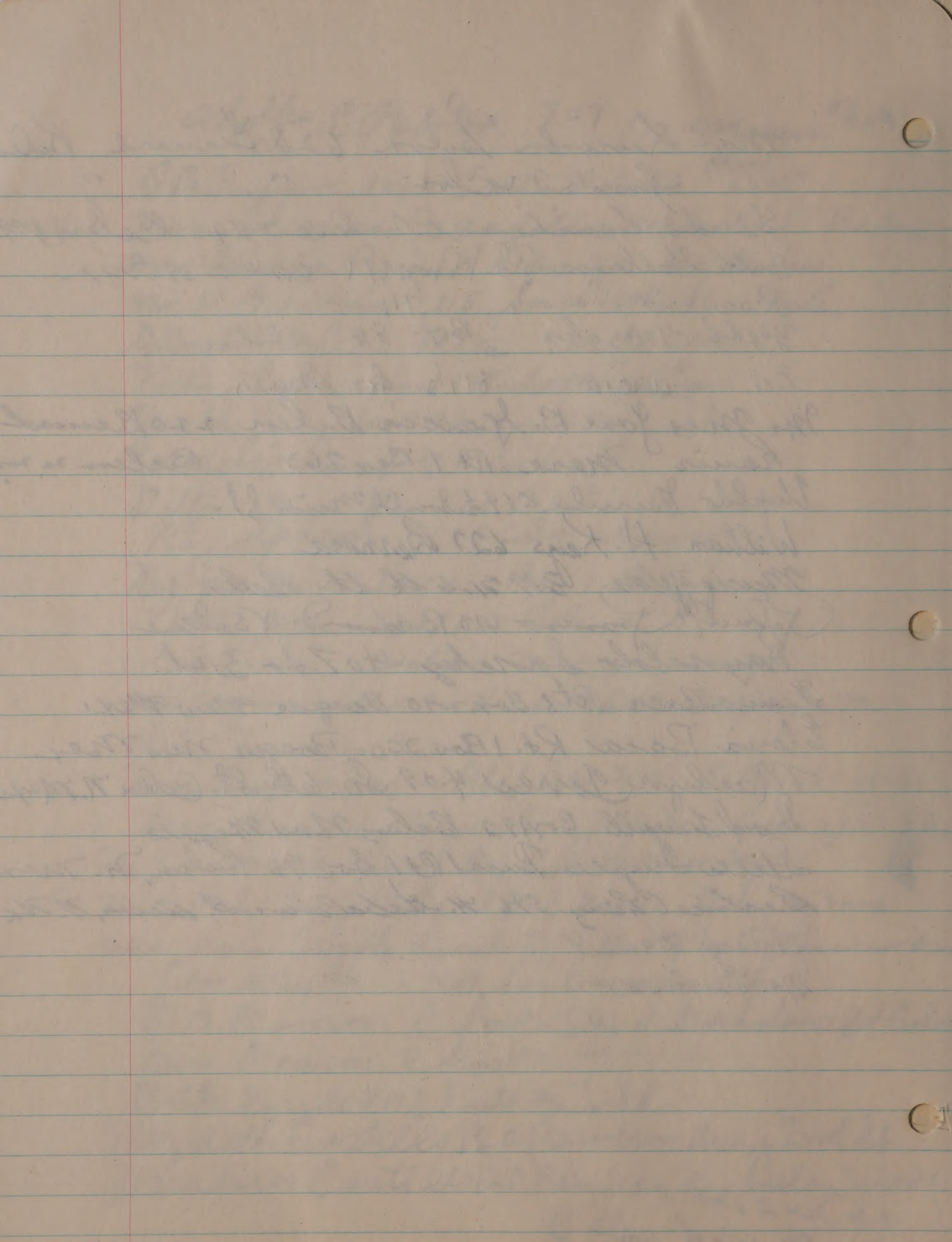
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Mary Knull

Mr. Curtiss.



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Mr and Mrs J P J Moore

Joe Gallegos

Ernesto^s Sacks

Celestino Garcia

Mrs Tony Sanchez Sr.

Joe A Sanchez

Mrs Adolfo Sanchez

Mr Anton Sanchez

Mrs. Tina Alarid

Mrs Pete Amigo

Mrs Jerry Amigo

Mrs Pete J. Jones

Mr. P J Jones

Mrs Frank Flores

Miss Encarnacion Garcia

Mrs Orfilio P. Baca

Mrs Arturo Chavez

Mrs Louis S Chavez

Mrs L S Chavez Sr and Mrs

Mrs Emilio V Garcia 623 N 3rd St

Andres H. Garcia 623 N Garcia

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Mr. Daniel Romero 508 North 3rd

Michael Romero 508 North 3rd

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Mr Aniseto Pacheco " "

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Mrs. Elfege S. Baca 505 N. 3rd St
E. George Baca 505 N. 3rd St
Evangeline Baca 505 N. 3rd St
Pauline Baca 505 N. 3rd St
Morena Baca 505 N. 3rd St.

Dan Irving 201 San Lorenzo.

Vera Irving ✓ ✓ ✓

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Eloy Simon Rt 1 Box 103 A Belen

Juddiel Simon Rt 1 Box 103 A Belen N. M.

Pat Jr Simon Rt 1 Box 103 A Belen N. M.

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Benora Co-dova Vegueta N. M.

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Mr Dillie A Sanchez Rt 1 Box 233 Belen
Mr Abilio Sanchez Rt 1 Box 216 Belen
Mr Macedonio C Sanchez 319 So 6th Belen
Mrs Macedonio C Sanchez 319 So 6th Belen
Mrs Frank Mauldin RFD 1 Box 435 Belen
Mr Frank Mauldin RFD 1 Box 435 Belen
Mr & Mrs Douglas Hall Chadwick Apt Belen
Mr. Daniel C. Garcia Veguita nm
Mr Felipe Vigil P.O. Box 895 Belen nm
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Mrs. Louelia P. Gajala Rt. 1 Box 513 - Belen, N. Mex.
Mr. Andy S. Gajala Rt. 1 Box 513 - Belen, N. Mex.
Mr Enrique Gajala Rt 1 Box 513 Belen N. Mex.
Mrs. Nellie Gajala Rt. Box 513 Belen N. Mex.
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Mrs Ida Mitchell (501 N 4th St Belen
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Mrs Wynne Moore " " "
Mrs Marie Johnson Belen N. Mex.
Clayton Johnson " " "
Garnie Johnson " " "
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Mrs Lois White 17th " " "
Douglas D. Hall Chadwick apt # 2 -
Marion Jones 1037 S. Main -
Beverly Jones 1037 S. Main St.

Mrs Paul Rubi 630 N 5th St Belen
Mr Paul Rubi 630 - - - Belen

Adeline H Ellis 315 N. 5th

Mrs. A. L. Anderson 524 N. 5th St

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Mrs. Prospero Silva Rt. 1, Box 5.

Mrs George Giney 705 Bernard Ave, Belen,

Ms. Richard Paula Vega, N. Mex.

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Mrs Jose Jafaya Box 786 Belen N. M.

Mrs Jose Jafaya Box 786 Belen N. M.

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Benito Pacheco. " "

Eloy Pacheco " " "

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Donna E. Gonzales

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J. B. Huntzinger Rt 4 Box 203 Albuquerque

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Mrs. M. D. Wright 423 1/2 No. 3rd. Belen,

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Madeline Hunter R.F.D. 1 Box 454 Belen

Mrs. E. M. Hunter R.F.D. 1 Box 454 Belen

Walter Sullivan Jls

Mrs Toni Ramirez, Las Lunas, N. M.

Eduardo Ramirez Los Lunas N. M.

Ed. Lillie Rt 2 Box 529 - B Las Lunas

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Mrs. Joe L. Cassano 301 E. DeSoto - Belen
Mrs. Mrs. E. Thornee Albuquerque Belen New Mexico
Miss Angie Castillo Rt 2 Box 38 Los Lunas, N.M.
Miss Sally Japin Box 846 Belen, N. Mex
Miss Erenda M. Jaramillo Box 795 - Belen
Mrs. Nick Pacheco Viquita New Mex
Mr. Nick Pacheco Viquita N. Mex
Mrs. Lu Cylm 1006 Widdie Belen.
Margaret Sanchez Box 626 - Belen
Vila S. Baca 512 Becker Belen, N. Mex.
Ediego H. Baca 512 Becker Belen, N. Mex.
Mrs. Mrs. H. J. Spencer Albuquerque N. Mex
Jose D. Cordova 300 87th Belen
Edmund Rozzi Public Service Co.
Mrs. Max Ortega Rt 1 Box 428 Belen N.M.
H. D. Shroth Albuquerque
Wm. H. Garrett Belen
Mrs. Juanita L. Romero, sub Rt 1 B 12
Mr. + Mrs. E. H. Robertson 412 No. 4th
Mrs. Leandro Sanchez Box 816
Mr. Luis Carrick P.O. Box 888
Miss Ermy Anjillo 814 West Bernard Belen N. Mex.
Miss Elma Chavez 814 West Bernard Belen N. Mex.
Mrs. Coy B. Stiles 1210 West Chavez Belen N.M.
Mrs. A. R. Hamilton 415 N. 6th Belen
Mrs. Lee Wilkey White Way Cafe - So. Main Belen
Lee Wilkey White Way Cafe - So. Main - Belen

Mrs M. S. Russell	209 Rosedale	Belen
Evelyn Russell	" "	"
Mrs S. L. Thompson	202 Rosedale	Belen
Danny Thompson	202 Rosedale	Belen
Mrs. J. K. Cornelius	518 S. Main	Belen
Mr. J. K. Cornelius	518 S. Main	Belen
Mrs. Louis Edgington	Route 1 Box 143	Belen
Mrs. E. R. Burnett	Box 674	Belen
Mr. E. R. Burnett	Box 674	Belen
Mr. J. M. Romero	R.T.T. 1. Box 12	Belen
Mrs Nora Gomez	Star RT Box 9	Belen
Nila Gomez	Star RT Box 9	Belen
Mrs Boyd Smith	Box 678	Belen
Tom Gene Clark	618 St 10 St	Belen N. M.
Priscilla Baca	705 Bernard	Belen, N. M.
Mrs Fred Baca	705 Bernard	Belen, N. M.
George Diego Jr.	705 Bernard	Belen, N. M.
Fred Baca	705 Bernard	Belen, N. M.
Felipe C. Trujillo	209 San Lorenzo Dr.	Belen N. M.
Mrs. Felipe Trujillo	209 San Lorenzo Dr.	Belen, N. M.
Louis Mera	Rt 1 Box 263	Belen
R. C. Montgomery	106 Rosedale.	" "
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Alvin R. Cheblez	329 87th St	Belen
Felix Hernandez	218 Becker Ave	Belen
Manuel Baca	Rt 2. Box 631	Los Lunas
Basilio B. Chavez	Rt 1 Box 60	Belen
Hubbard Hathaway	R-1	Los Lunas

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Mrs. Joe P. Gabaldon 107 Becker Belen — ph 8721

Mrs. Lincoln Silva 626 Bernard Belen

Lincoln M Silva " " "

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Mrs. J. W. Achen 1005 Castillo

Ed Hollandsworth 216 Halies

Mrs. Billie Salazar Box 687 Belen

Mrs. " " " 687 "

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Mrs. E. L. McConnell R#1 Box 47

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Deciderio Castillo 120 Reinken Ave 2nd St Belen N.M.

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Eloy Tafaya 106 Aragon Ave 8685

Alex Sanchez 318 " "

Robert A. Delacruz " " 8485

Mike J. Ortega 118 W. North ave 8428

George Reddick Box 267 Belen N. Mex.

Neil Wood Box 655 " " "

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Mr. Philip Story Bosque N. Mex.

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Daisy Maestas 307 Coronado Belen

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Miss Peggy Garrett

Mr. Mrs. Jose B. Garcia Belen 2203 Bernd

Mrs. Tony Sanchez Jr. 305 W Aragon

Mr + Mrs T. M. Hewitt
Mr + Mrs K. B. Hillier
Mrs Marcus Whitman

Davey Valley

Mr + Mrs Adam Valley

Mrs Abram Kuttner

Mrs. H. H. Telling

Mr. J. M. Leath 1130 Dillon Ave

Mrs. G. M. Leath

Laura Loring

Mrs. M. Loring

Mr + Mrs Ramon P. Sanchez 421 1/2 West

Mr + Mrs Jose B. Garcia 220 Bernad

Mr + Mrs Joe Sanchez St. I Box 4

Mr + Mrs Joe Sanchez 114 1/2 3rd Belen

Mr + Mrs. Abeline B. Lilliane 388 Belen

Miss Severa Baca Box 2 Belen N.M.

Miss Lupa Jones Box 2 Belen N.M.

Mrs Luciano Sanchez 318 Aragon Ave

Mr Luciano Sanchez 318 Aragon Ave

Mr + Mrs Otis Chung 412 Ellis Ave Belen, N.M.

Mr. + Mrs. Eloy Trujillo 1002 W. Aragon. Belen.

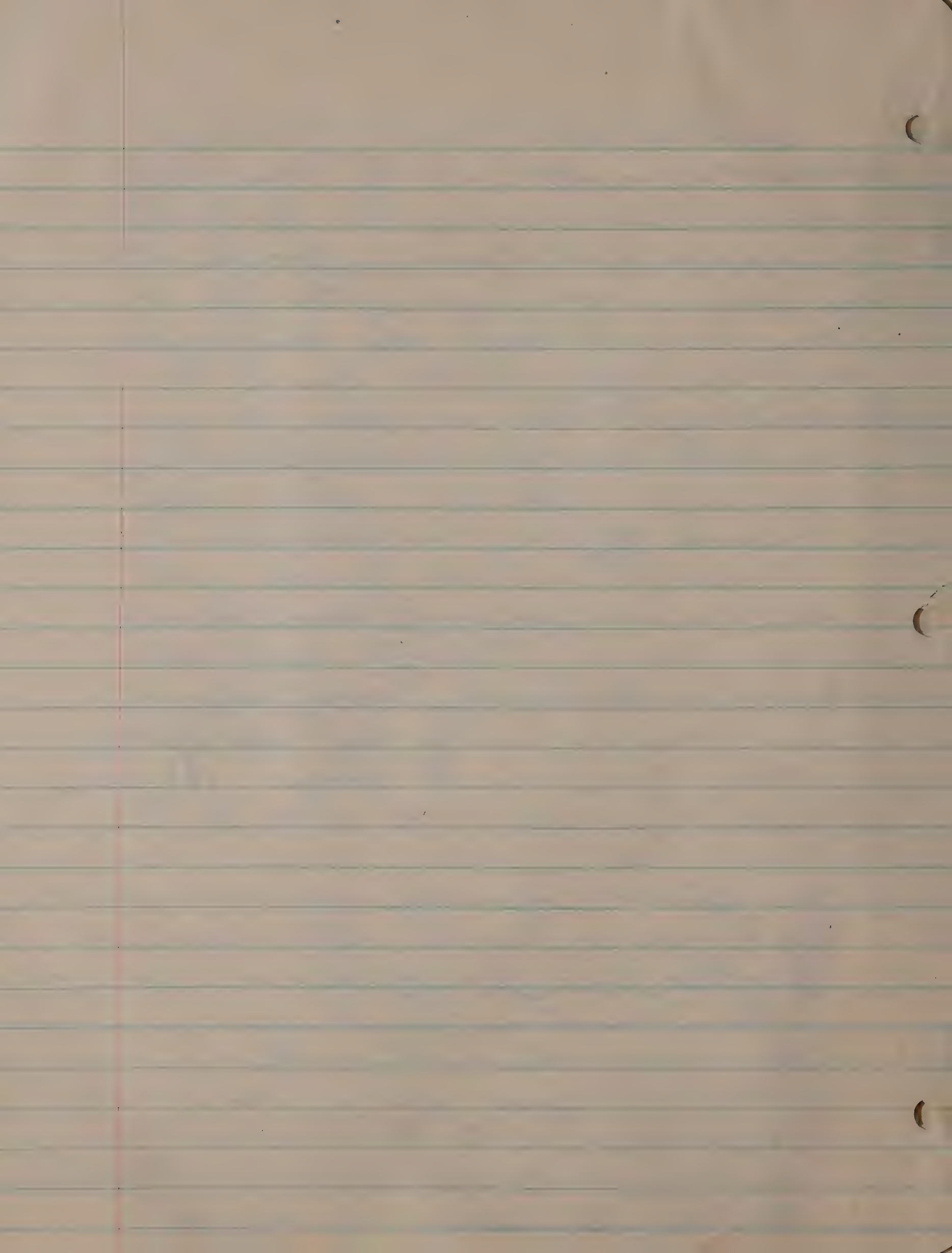
Mr + Mrs Egin Valdez Belen

Mr + Mrs Salazar

Mano San Antonio Belen

Mr. + Mrs. M. T. Boucher 300 N. 2nd St Belen

Mr + Mrs M. T. Boucher 117 Bernard



Mr. & Mrs. Juan B. Lopez 117 7th St

Mr. & Mrs. John S. Jones 400 East Rose

Mr. & Mrs. John S. Aragon 803 N. 5th St

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Mrs. Frank Landavazo Box 45-2 Belen

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Jose D. Cordova 301 87th Belen

Mr. & Mrs. Hamilton 413 S. 1st Belen

Mr. & Mrs. Hamilton Jr 413 S. 1st Belen

Mr. Vicente Olguin

Mrs. June M. Martin 415 S. 1st Belen

Mr. & Mrs. M. Martin

Mr. Alberto B. Sanchez 916 Sidus Ave
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Mrs. Nick Pacheco, Vignita M. Mrs

Nick Pacheco Vignita M. Mrs

Mrs. Willie Greig 1010 W. Bernard St

Marie Greig 1010 W. Bernard Belen

Willie Greig 1010 W. Bernard Belen

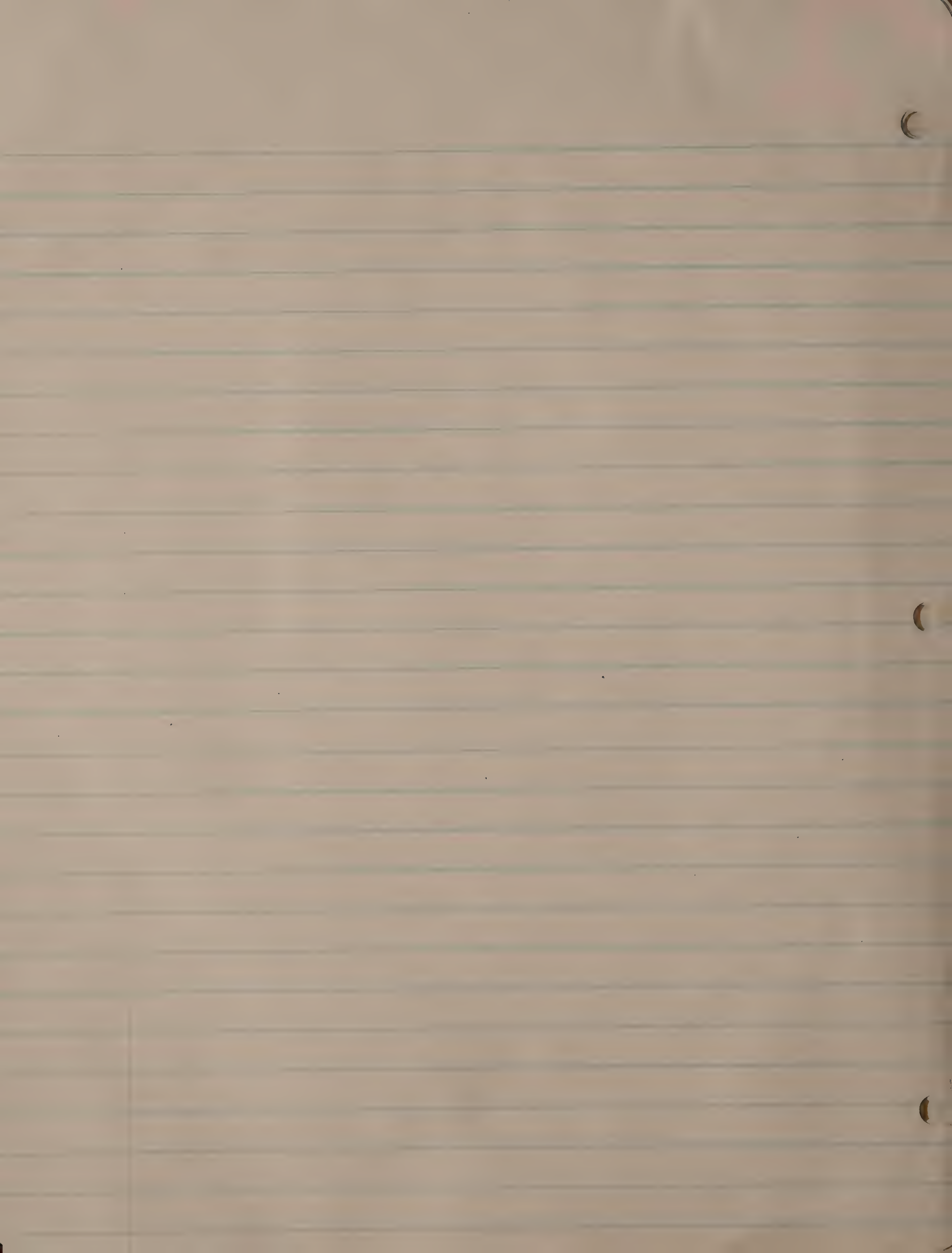
Mr. & Mrs. Humb. B. Smith 300 S. 3rd Belen

Mr. & Mrs. Lillie Salgado Box 68 Belen

Robert Salgado Box 617 Belen

Mr. Augusto Gomez Rt-1 Box 9 Belen

Mrs. " " Rt-1 Box 9 Belen



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Army Harco RFD 1 Box 112 Belen

Mrs Joe C Miller, 32016th, Belen.

Mr & Mrs Charles Trujillo

Mr & Mrs F. L. Chas. Jones, N. M.

Mr & Mrs B. Chas. Jones, N. M.

Robert L. Chas. 2 one N. M.

Ed. Chas. 2 one N. M.

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Mrs Eleanor Sahwicks Antigo Wis.

Mrs Nellie Artiga P.O. Box 471 Belen N. M.

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H. C. Cook Jr " " " " "

David Cook " " " " "

Larry Cook " " " " "

Richard Cook " " " " "

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Helen Welkenback 459 North Main

Margaret Petrillo 459 North Main

Mrs Primitio Sabalder 406 So 3rd St Belen

Lawrence & Emily Brown 422 Dolan Ave

Mrs Paul Aguado Box 692 Belen N. M.

Mrs Paul Haslam Box 271 Belen N. M.

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Mrs. E. R. Ashbrook Belen New Mex.

Mrs. W. M. Hall. Belen New Mex.

Mr. & Mrs. E. F. Richards.

Paul Aguayo Belen N. M.

Mrs. S. M. Heath - Belen

O. M. Smith - Belen -

Mr. & Mrs. Paul Mayra Sta Ana St. Belen

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V. A. Pierce Corbis N. Mex

P. R. Pierce, Belen, N. Mex.

Mr. & Mrs. Ben Benassi.

Mrs. Wm. O. Nelson Belen, N. M.

Mr. & Mrs. (Mrs) Inigo, Belen N. Mex.

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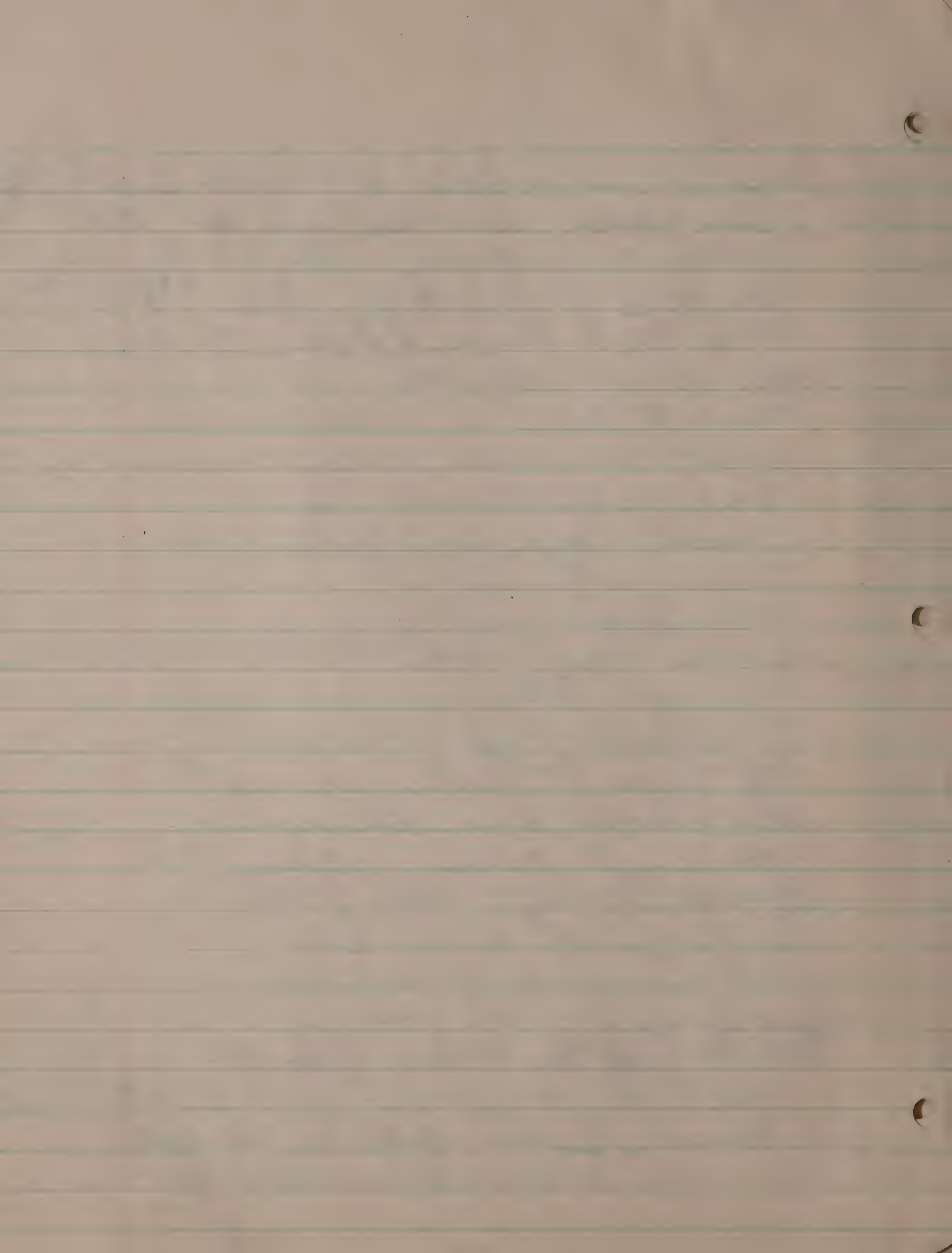
J. O. Jansel. R. 1 Box 10. Belen.

Mr. & Mrs. Nestor May PO Box 10 Belen N. Mex

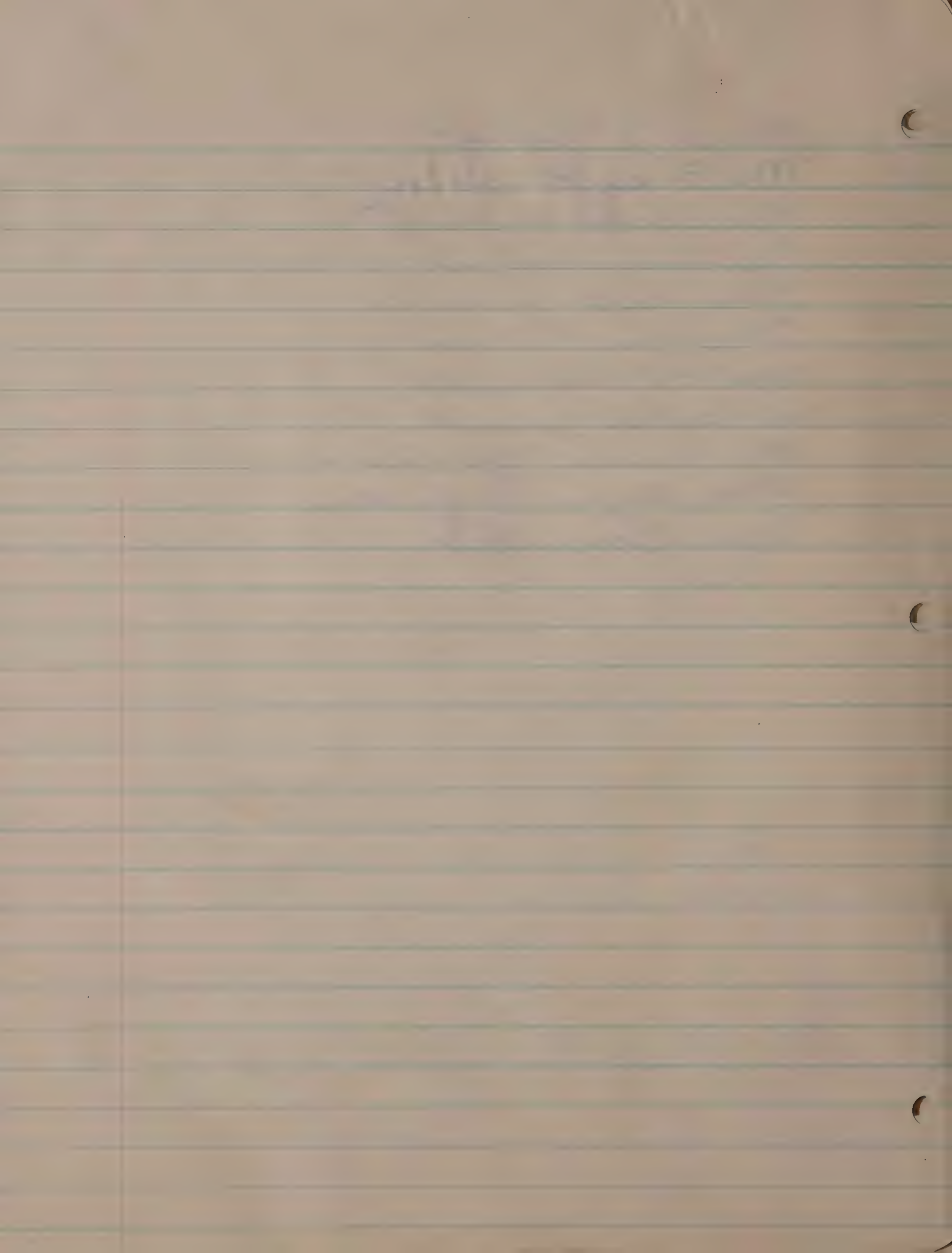
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Elmer Madison * Rt. Box 9A Belen

Mr. & Mrs. Herman Bace 108 Belen



Miss. N. Y. James
Mrs. Lucy M. Salsy
Mr. Charles Kirkland
Mrs. John Thompson
Mrs. Eddie Garamillo
Mrs. Eliza Garamillo
Mrs. P. B. Garamillo
Mr. Willie Garamillo
Mr. Howard Garamillo
Mrs. Horace Garamillo
Mrs. Cora Sells



Isleta N. M.

Oct 30/1926

The John Becker Co.
Bellevue,
N. M.

Dear Gentlemen:

I am so sorry
I have delayed on
our account, but
I have been in hard
luck about getting
a job and we don't
raise any crops
at all.

I will send you
the money by the
tent of next month.
And if I don't have
it up to me and
will arrange every
thing before the
match is over.

But I think I
will be able to
secure the money
as promptly as
I can.
Yours truly,
Mr. Ramon Zuni.

Las Chavez, N. Mex.
Jan. 23, 1937

To The Becker Dalies Co.

Belen, N. Mex.

Dear Sirs: —

The following heads of the Salas families had for many years been customers and friends of the old John Becker Co and today still trade with The Becker Dalies Co. as in the past

We all highly recommend the name of Herman Salas for an appointment as a helping hand at your store. Give him a trial, and his services will speak for him

Anything done for him will be highly appreciated. We remain,

Yours truly

Martin Salas

Santiago Salas

Higinio Salas

~~Salas~~

Salvador Salas

Antonio Salas

Agnes P. Salas

Willie Salas

San Francisco, New Mex.
Dec. 9, 1930

The Beck & Dalley Co.,
Belen, New Mex.
Gentlemen:

I am enclosing herewith my warrant, \$100⁰⁰,
from which, I wish you to deduct the amount of
\$37.44, which I owe you. Please deposit, at the
Bank the, amount left in my favor after deducting
for my debt. I assure you I will appreciate it very much.

I wish to make an apology to you, and moreover an
explanation, over my not complied promise of
paying my long time debt, last month. I was more
than willing to pay my obligation last month, but as you
know, that the State Teacher's Convention convened in
Albuquerque in November, and I was forced by my
own willingness to cooperate in educational circles, to
attend the meeting. My expenses were considerably
more than what I reckoned they would be, and put
my financial conditions at a point where I could not

meet my promise. Nevertheless, I wish to assure
you, that I feel very grateful towards you, for your
untiring kindness to me, notwithstanding the fact
that perhaps I don't even deserve to be treated
the way I have been treated at your hands.

Furthermore, I wish to assure you that, I will always
be your customer, and my money will be invested with
you, all the time. I am sorry that I am not living
at a place, where it would be convenient for me to patronize
you in, in everything I need, but in every thing that
requires more space, such as bathing and other
necessities, I will always favor you with, those few
dollars. I realize that money invested in a friend's store
is more profitable, for every reason.

Wishing you all kinds of success in your business,
and expressing you of my abiding gratitude, I remain,
A loyal customer.

Yours truly,
Frank B. James

Los Chaves
n. Mexico
9/18/37

Becker Dalies Co.
Belen
New Mexico

Gentlemen:

Im sending \$2.00 to
pay a part of my money that
I owe you. Ill try to
pay you as soon as I
can. I couldn't go myself
personal because Im very
far. But Ill try to pay
you every month.

Yours very truly
P. C. Stockton

Canon City, Colorado
Feb. 11, 1953

Beckw-Valies Co.,
Belen
New Mexico

Gentlemen:

Congratulations on your
Seventy-fifth anniversary of successful
merchandising. May the future
bring you even greater success as
you serve the good people of Belen
and the South West.

Sorry we cannot be with you
on this great occasion.

Cordially

Rev. & Mrs. Joseph H. Peterson

BittC-2-3-4

1207 S. 4th St.

Albuquerque New Mex.
Oct 16 - 1929.

The Becker-Dalies Co.

Mill office

Belen N. Mex.

Dear Gent:

I sure appreciate very much for crediting me, but ever since then I had a bad luck all the time, and now I live here in Albuquerque I^{am} working at the shops (Santa Fe) about a month ago I had a rack with car and it costed me over \$100.00 and part of the time I have been without a job. I got to pay about 150.00 in about a month and a half. That is hard on me.

So here I enclose 5.00 for the present.

Yours Very Truly.

Macedonio D. Lopez

Albuquerque

N. Mex.

1207 S. 4th St.

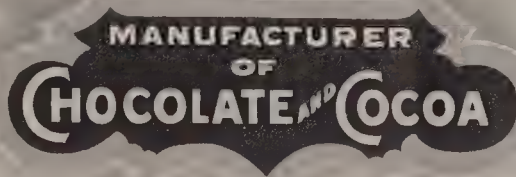
Cable address "HERSHEY"
Codes
"A.B.C." "Lieber" and Bentley's
Western Union Telegraph

THE MOST COMPLETE CHOCOLATE AND COCOA PLANT IN THE WORLD



TRADE MARK

HERSHEY CHOCOLATE CORPORATION



JLS:GAL

Hershey, Pa.

February 10, 1953

Becker-Dalies Co.
Belen, New Mexico

Gentlemen:

This year Hershey Chocolate Corporation will celebrate its 50th Anniversary, a record of which we are quite, quite proud, but that still leaves us in the category of children when compared to your 75th.

It is a real pleasure to know that in some small way our firm has worked with yours to assist in bringing to a completion 75 years of continuous operation at one point.

Sincere Congratulations!

Sincerely,

HERSHEY CHOCOLATE CORPORATION

J. L. Stahl, Jr.
J. L. Stahl, Jr.
Sales Promotion Manager

#56
LBG

THE ISBELL-KENT-OAKES DRY GOODS CO.

1808-1814 LAWRENCE ST.

MANUFACTURERS
AND
WHOLESALE

TELEPHONE MAIN 0131

DENVER, COLORADO

February 4, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

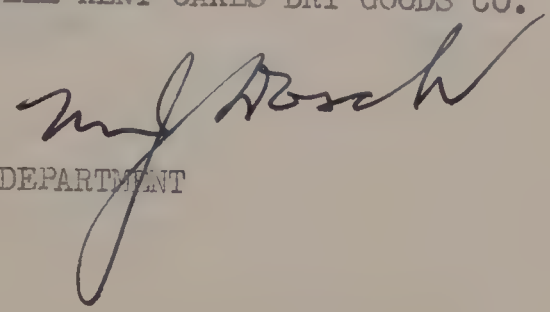
We were very much interested to note the contents of your card and letter of completion of your seventy-fifth year in business. The contributions of your enterprise and of its members through that long period of New Mexico developement and progress must have been tremendously helpful and opportune from time to time.

We appreciate your sending us the invitation and the letter - its contents are so noteworthy and appropriate.

Please accept our compliments on your accomplishments during this remarkable span of business life, together with our hearty wishes for a good and long continuing future.

Very sincerely yours,

THE ISBELL KENT OAKES DRY GOODS CO.


CREDIT DEPARTMENT

MJD:lf

Deer-O

PAINTS AND CHEMICALS LTD.



EAST VAN BUREN AT 24TH PLACE

Phoenix, Arizona

MAIL ADDRESS • TELEPHONE
P. O. BOX 990 BRIDGE 5-5444

TELETYPE PX 160

February 5, 1953

Becker-Dalies Company
Belen
New Mexico

Gentlemen:-

Please accept our congratulations on your "Diamond Jubilee". We shall do everything possible to be present at your open house Tuesday, February 10th.

The history of New Mexico and its developments is tied to the Becker-Dalies Company and other such enterprising merchandisers in the state, and you can well be proud of your company's contribution. It's a pleasure to serve you and we trust that Deer-O Paints will continue to be identified with your continued success.

Very truly yours,

DEER-O PAINTS & CHEMICALS LTD.

V. F. Mueller
President

VFM:lr

MAIL POUCH TOBACCO CO.

WHEELING, W. VA.

February 9, 1953.

The Becker-Dalies Co.,
Belen, New Mexico

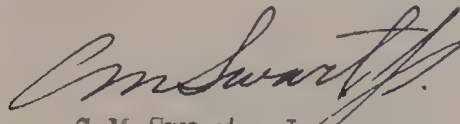
Dear Sirs:-

CONGRATULATIONS!!!! on your "Diamond Jubilee".
We wish we could visit you on February 10th, but due to
the great distance involved, this is impossible.

Best of luck to you and your associates for the
coming year. It has been a pleasure to have served you
in the past, and we are wholeheartedly looking forward
to serving you in the future.

Very truly yours,

MAIL POUCH TOBACCO COMPANY,


C.M. Swart, Jr.

CMS/RHD

Max Mayer & Co. Inc.
ESTABLISHED 1901



MAXMAYER'S
Gloves

2 Park Avenue, New York 16

TELEPHONE MURRAY HILL 5-2969

CABLE ADDRESS "MAXMAYCO"

Kid and Fabric Gloves

LADIES' MEN'S & CHILDREN'S
BOSTON, CHICAGO, TORONTO

February 10, 1953

The Becker Dalies Co.
101 N. Main St.
Belen, N.M.

Gentlemen:

We received your announcement of the celebration of your diamond jubilee, and extend to you our heartiest congratulations, and best wishes for continued success.

It is certainly an enviable record of the principals as well as the employees.

With repeated good wishes, we remain

Yours truly,

MAX MAYER & CO. INC.

BY:

Ray Kusner

R. K.

Rockmont

manufacturers of envelopes and stationery

Envelope Co.



198 West Alameda
Denver 9, Colorado

Air Mail

February 5, 1953

Becker-Dalies Company
Belen, New Mexico

Gentlemen:

Our heartiest congratulations on your 75th Anniversary. I just wish it would be possible for me to take advantage of your kind invitation for February 10th, but I am afraid that will not be possible.

By the way, I graduated from Colorado College in 1916 and there was a Ben Becker from Belen, New Mexico in that class. I am just wondering if Ben is part of your Becker family and if so, where he is now.

With all good wishes for another 75 successful years, I am

Yours very truly,

ROCKMONT ENVELOPE COMPANY

By

R.R.Nelson:gp

A handwritten signature in dark ink, appearing to read "R.R. Nelson", written over the typed name "R.R.Nelson:gp".

Creators of "MAIL-WELL" Envelopes

Libby, McNeill & Libby

Food Products

616 E. Yandell Blvd.

El Paso, Texas

February 12, 1953

The Becker- Dalies Co.
Belen
New Mexico

Gentlemen:

Please accept my thanks for your invitation to attend your Diamond Jubilee celebration Tuesday evening, February 10th.

While it still would have been impossible for me to attend, I must apologize for not acknowledging your invitation earlier, error being due to delay in same reaching me, it having been forwarded from our office on receipt.

Apparently, I was ahead of my route list because it was returned to me from Arizona today.

It happened that I was away from the office on a visit to the West Coast which would have made it impossible for me to attend.

Having worked in New Mexico as a salesman in the 1920's, I have been familiar with the progress of the Becker-Dalies Co. and, too, know something of your company's early history.

Please accept my regrets at not being able to attend your Jubilee and my thanks for inviting me.

Yours very truly,


R. F. Wickstrum

RKW:em



CANNERS OF QUALITY FOODS SINCE 1868



SMITH-CORONA MARCHANT

DIVISION OF SCM CORPORATION

1719 GIRARD BLVD. N. E. ALBUQUERQUE, NEW MEXICO 87106

268-5441

PHONE: ~~XXXXXX~~

Mrs. Marion Herlahy
Belen, New Mexico
February 20, 1974

Dear Mrs. Herlahy:

We certainly do thank you for your letter concerning your typewriter, but I'm afraid that we cannot help you here.

If you care to write to our home office in New York, we think that they may have some answers for you, but we think they may tell you what we here suspect: the Smith Premier typewriter is no relation to a Smith-Corona. If my memory serves me right, I think that we wrote to the home office about three years ago with a similar question about a Smith Premier and that is what we were told at that time.

The address you would need to write to is:

SCM Corporation
Technical Service Dept.
Route 13 - Lime Hollow Road
Cortland, New York 13045

I'm sorry we couldn't help you here, but I'm sure Tech Service can help you.

Let us know if we may serve you again.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Mike Gollihur'. The signature is stylized and cursive.

Mike Gollihur
Customer Service

Pioneer[®]

the mark of a man

• BELTS • BRACES • GARTERS • WALLETS • JEWELRY • LEATHER ACCESSORIES

EXECUTIVE OFFICES • PIONEER SUSPENDER COMPANY • DARBY, PENNA.

★ Address Reply to BOX 7619, PHILADELPHIA 1, PA.

F E B R U A R Y

1 0

1 9 5 3

The Becker-Dalies Company, Inc.
101 North Main Street
Belen, New Mexico

Gentlemen:

Our heartiest congratulations
to you on the celebration of your Diamond Jubilee,
Tuesday Evening, the 10th of February, 1953.

We have read, with a great
deal of interest, the history of your business and
the influence the founders of your business had
upon the community and you indeed have a record to
be proud of.

We also want to thank you
for the business you have favored us with, and to
wish you all many more years of success.

Sincerely yours,



J. R. Hogeland
Treasurer

JRH/lh

Shufflebarger Transfer & Storage Co.

114 JOHN STREET
PHONE 343

ALBUQUERQUE, NEW MEXICO

Mr Dalies :-

We have some work in University heights necessary to get gravel up there to save the long haul, please note below our contract with Mr Jacob Skoflek:- The first part being dictated by us and the latter part written by him :-

Albuquerque New Mexico, April 30th, 1924

This agreement by and between Jake Skoflek and The Shufflebarger Transfer & Storage Company, 114 John Street, for the purchase and sale of Gravel and Sand from Jake Skoflek's land by the Old Powder House, situated south of Fairview Cemetery, by which Jake Skoflek agrees to sell to Shufflebarger Transfer & Storage Company, Sand and Gravel, separately or together at the rate of Twenty Cents (20¢) per Cubic yard on the ground. The Shufflebarger Transfer & Storage Company agrees to bear cost of all stripping and opening of pits, screening and etc, necessary to make the sand and gravel a marketable product. Mr Skoflek agrees to install a gate, which is to be kept locked and that The Shufflebarger Transfer & Storage Company have a key to lock and access to the property at all times during the term of this agreement.

If Eneting shuld be discoveret de a mount of loads taken outh and make shorter repord this agreement wel be Emedently Brocken paiments shel be made ad first of ech falowing Month for de a mount of Gravel was tecen outh previos month.

and wagons well be examenet ef tey hauler one yard and one half or two yards, i want stricly andestand before we stard in.

stepping or opening of pits, dirt shel be taken to the low plase which will coresponde weth gravel pits after Expiration the hold desturbet ground shel be started down to make uniform to the other land.

if any fault wuld be discoveret by Shufflebarger the agreement wuld be emedently broken by the owner if tey dont comply with the agreement and when tey quith houling the desturbet shel be all lawelet up or make ewen near as posseibly.

Signed :-

NB- I dont know just what this fellow is talking about but as we only want his material for this one job we dont care.

February 6, 1922.

The John Becker Co.
Belen, New Mexico.

Dear Sirs:

With reference to your letter under
date of the first inst. you are advised that
the writer is not in receipt of the
statement referred to.

You are further advised that you will
find enclosed herewith a check for \$100.00, which
is the amount of the balance on your first order
to your books.

The writer, in common with all other
men, both lesser and greater, finds that with
advancing years comes wisdom. It is the
reference being made to the fact that
while it has always been understood that a cash
customer was an asset and a preference to and of,
a business, it has taken thirty five years for
the idea to soak in that said cash customer may
become doubly valuable, in that no risk is taken
by the merchant, and there seems to be always
the possibility of an honest customer being really
and willing to assume the responsibility of the
mistakes all and sundry, in order that no sus-
picion shall be had regarding his honesty of pur-
chase.

At any rate, when verbal explanations
do not suffice, it seems rather foolish to re-
fer a long drawn out correspondence, which can
at best not add the unnecessary item of postage
and labor to the amount already contracted, or
at least, paid for. Hence the enclosure.

Yours truly,

Wm. H. Becker
Owner, John Becker Co.

THE WM. FARR COMPANY

WHOLESALE AND RETAIL DEALERS IN

All Kinds of Fresh and Salt Meats
Sausages and Specialties

217 SOUTH SECOND STREET
P. O. BOX 534

ALBUQUERQUE, NEW MEXICO Jan 25th, 29/.

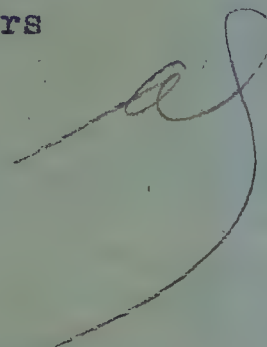
HERE'S ONE FOR THE SCRAP BOOK.

Friedn Paul:-

Jack, Abbie, Bernard and the whole gang are surely
interested to know what you done with her after Christmas.

Yours

Taken from Wiz Bang.



Then the Fun Begins

(Want ad in the Belen (N. M.) News)

Wanted—A sales girl; must be respectable till after Christmas.

* * *

Los Chavez, New Mexico
R-1 Box 132
July 5, 1940

Mr. Becker

This is just a note to make an application in your ^{store} to work as a clerk.

Once I made an application and maybe if you recall your records back, you will find my name. My name Albertina Chavez from Los Chavez, daughter of Mr. Jesus M. Chavez, I guess you know him very well. I know Mr. Dalies must of the time we trade here, and maybe you have a change for me. I appreciate any thing you do for me. Will please ans to let me know what have decide.

Your truly Albertina Chavez

DON P. SMITH CHAIR CO.
INCORPORATED

—≡ MANUFACTURERS ≡—

LOUDON, TENN.

Feb. 6th. 1953.

The Becker-Dalies Company,
Belen,
New Mex.

Gentlemen:

Congratulation on your Diamond Jubilee.

Your letter was very interesting and this
is a remarkable record and a long period of hard work
and success.

We hope you have many more yours of success
in the furniture field.

Sincerely yours,

DON P. SMITH CHAIR CO.,

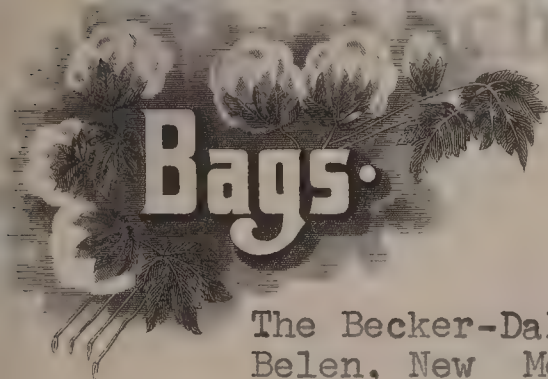


Wish I was near so I could attend.

Pres.

FULTON BAG & COTTON MILLS,

SUCCESSORS TO
ELIAS, MAY & CO.



ATLANTA PLANT

The Becker-Dalies Company
Belen, New Mexico

BOX 5130, TERMINAL ANNEX

DENVER 17, COLORADO

TELEPHONES ALPINE 0327, L. D. 101

ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, FIRE, LOSS OF GOODS AT SEA, ACCIDENTS AND DELAYS BEYOND OUR CONTROL. QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE, AND GOODS BEING UNSOLD. WE ARE NOT RESPONSIBLE FOR DELIVERY BY TRANSPORTATION CO.

February 6, 1953

Dear Friends:

We appreciate very much your invitation to attend your Diamond Jubilee Open House to be held Tuesday evening February 10.

We offer you our congratulations on the splendid record of 75 years of successful business in Belen.

I have known your fine organization for about 30 years, and have especially known Mr. P. P. Simmons and Mr. Paul B. Dalies. It was always a great pleasure to call on your fine firm, and the business relationship and personal relationship, I feel, were most agreeable.

With all good wishes for the future.

Yours truly,

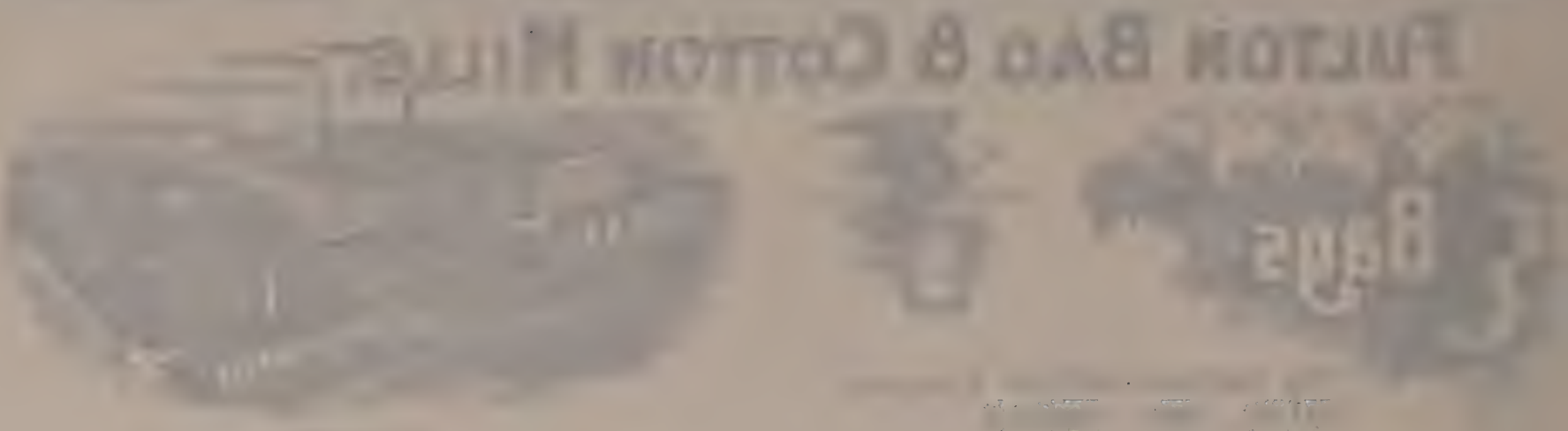
FULTON BAG & COTTON MILLS

Gene Reville

Manager

ER:jh

Sorry cannot be with you in person



BOX 2150, TERMINAL ANNEX
DENVER 17, COLORADO

We appreciate very much your invitation to attend your
standing luncheon Open House to be held Tuesday evening

We offer you our congratulations on the splendid record
of 25 years of successful business in color.

I have known your fine organization for about 30 years,
and have especially known Mr. P. P. Simmons and Mr. Paul
H. Dutton. It was always a great pleasure to call on
them and their family, and the business relations
relationship, I feel, were most amicable.

With all good wishes for the future.

WILSON BAG & COTTON MILL

James Stewart

*Very sincerely,
James Stewart*



A Schilling & Company

Division of McCormick & Company Incorporated

301 SECOND STREET • SAN FRANCISCO 7, CALIFORNIA

Amarillo, Texas

Feb. 6, 1953

The Becker - Dalies Company
Belen, New Mexico

Gentlemen:

On behalf of A. Schilling & Company I wish to express to you our sincere congratulations and best wishes for the celebration of your Diamond Jubilee, your 75th Anniversary, 1877 to 1952. The writer is more than grateful for your kind invitation to attend, but regrets his inability to be there on account of such short notice.

We are particularly proud to have had the honor for many, many years of your stocking our products. We, too, have been in business for a long time; from 1881 until the present, of which the writer is going on his 32nd year. It is important that we "old-timers" have a lot in common and we believe that our policies and fair dealing to our customers and employees, like yourselves, have paid off in a big way.

So, we are indeed very proud of such friends as you have been these many, many years and again hearty congratulations and best wishes to you in this noble event.

With kindest regards and grateful appreciation,
we are,

Sincerely yours,

R. O. Greene
Regional Sales Mgr.

ROG/fwg



THE WORLD'S LARGEST SPICE AND EXTRACT HOUSE
COFFEE • TEA • SPICES • EXTRACTS





P. M. Kelly and Sons
M A N U F A C T U R E R S

EL PASO, TEXAS

P. O. BOX 233

PHONE 2-9361

February 5, 1953

The Becker-Dalies Company
P. O. Box 335
Belen, New Mexico

Gentlemen:

Thank you very much for the invitation to attend your Diamond Jubilee. We regret our inability to be present personally, but take this opportunity to wish you many many more years of continued success.

Sincerely,

A handwritten signature in green ink, appearing to read 'Bob Kelly', written in a cursive style.

Bob Kelly

BK/mc

Silvex, Inc.

MANUFACTURERS & IMPORTERS
of INFANTSWEAR

40 WEST 33RD STREET
NEW YORK 1, N. Y.
LONGACRE 4-2264

10: February: 1953

Becker-Dalies Co.
Belen
New Mexico

Gentlemen:-

We wish to take this opportunity of extending to
you our very best wishes for the continued success
of your organization, on this, your Diamond Jubilee.

We regret our inability to accept your kind invita-
tion for your "Open House", but the many miles separ-
ating us necessitate it.

Again, with all our good wishes to you, we are

Very sincerely,
SILVEX, INC.

A. L. Silvera
A. L. Silvera

als;k

L. WOHL & COMPANY *Inc.*

1333 BROADWAY · NEW YORK 18, N.Y.

CHICAGO SHOWROOM, "MERCHANDISE MART"

SAN FRANCISCO SHOWROOM, 833 MARKET STREET



MANUFACTURERS OF

Children's Dresses

"Kate Greenaway Frocks"

February 10, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

We regret that we cannot be with you personally to celebrate your Diamond Jubilee. We are, however, with you in spirit and extend congratulations and all good wishes for your continued success.

Sincerely,

SW:eg



SOUTHWESTERN PORTLAND CEMENT COMPANY

613 EL PASO NATIONAL BANK BLDG.

P.O. BOX 392

EL PASO, TEXAS

February 6, 1953

PLANTS
EL PASO, TEXAS
FAIRBORN, OHIO
VICTORVILLE, CALIF.

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

We have just received your "Diamond Jubilee" invitation and want you to know that we appreciate same.

First, permit us to congratulate you on this wonderful achievement and to tell you how proud it makes us feel to have had the privilege of serving you for a greater portion of these 75 years.

It would be a privilege for us to attend your Open House but it so happens that our Stockholders Meeting is being held here in El Paso on the same date. Also our Annual Sales Meeting is held at the same time. We regret that we cannot attend.

Wishing your organization a continuance of business progress and thanking you for the many courtesies extended our Company and our representatives, we remain

Very truly yours,

Southwestern Portland Cement Co.

By

H. Liebreich
Sales Manager

HL-ewp



VICTOR 8211

PEARSON-FERGUSON

CHEMICAL COMPANY, INC.

Agricultural and Industrial Chemicals - Insecticides - Fertilizers

OFFICE AND WAREHOUSE • 1400 UNION AVENUE
KANSAS CITY 1, MISSOURI

C. A. PATTERSON, PRESIDENT

CHAS. A. PATTERSON, JR., SECY. & TREAS.

February 6, 1953

Becker-Dalies Co.,
Belen, New Mexico.

Dear Friend:

We have your Diamond Jubilee announcement and your invitation to attend your open house on Tuesday evening, February 10, from 7 to 9 P.M.

While we know of nothing that we would rather do than be with you during your wonderful celebration, we are afraid that the opportunity will not be possible and we wanted to take this means of expressing our appreciation for your patronage over the past years, for the opportunity of working with you fine people and to congratulate you on your splendid success during these many years.

It is entirely possible that Mr. Berrian may be in your neighborhood and if so we know that he will want to attend your celebration and he will receive a copy of this letter, we hope in time, at least, that he can be with you if at all possible.

We should like to wish you the best of success during the coming years and we only hope that your progress during the future will be as satisfying as during the past years.

With the writer's sincere best regards and again our congratulations, we remain,

Sincerely yours,

PEARSON FERGUSON CHEMICAL CO.,

BY

Secy/treas.

CAP/js

Wilson Brothers

MERCHANDISE MART · CHICAGO 54, ILLINOIS

EXECUTIVE OFFICES

February 6, 1953

Air Mail

The Becker-Dalies Company
Belen,
New Mexico

Attention: Mr. L. C. Becker, Pres.

Gentlemen:

Congratulation on your forthcoming Diamond Jubilee next Tuesday, February 10. Wish it were possible for some of us from here personally to extend our felicitations at that time.

Not many stores, or in fact not many businesses of any kind, have such a long business life as you have enjoyed. Consumer confidence in your establishment must be extensive indeed. The policy started by your founder, Mr. John Becker, obviously must be most worthy to merit support of that character for such a long time.

While our records here are not as accurate as they should be, there are indications that it has been our pleasure to serve your store for over 50 years. Your business and your courtesy throughout that time have been keenly appreciated.

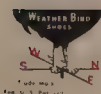
Every good wish for many more years of excellent progress in the affairs of your store.

Yours very truly,

WILSON BROTHERS
John B. Luse
John B. Luse (2g)
Sales Manager

FW

ne.



• City Club • Claxton • Velvet Step • WEATHER-BIRD • Diamond Brand •

ALL ARE NATIONALLY ADVERTISED.



Peters
DIVISION OF
International Shoe Company

1505 WASHINGTON AVE.

ST. LOUIS, 3, MO.

February 6, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

The advent of the completion of your 75th year of successful business in Belen (together with your cordial invitation to attend the Open House in connection therewith) prompts this letter of greeting and congratulation on the strength of this remarkable record.

It falls to the lot of but relatively few men to be privileged to reflect upon a lifetime of unselfish service such as has been your contribution to the growth and development of your company and to the community in which you have lived and labored, and to thus win and hold the affectionate regard of all with whom you have come in contact.

That your company has stood the test of time speaks well for the integrity of those connected with it. It indicates to us that you have won the confidence of your customers and that values in merchandise, well managed service and hard work have been the foundation stones upon which your organization has been built.

I am sure that as you look back over the years, a feeling of satisfaction must come to you by reason of this period of faithful service and that just pride in this accomplishment will remain with you in the years to follow.

It is always a pleasure to receive such heart-warming announcements from our loyal friends and you may be sure it is equally a pleasure to respond.

In closing, may I express my appreciation and that of my associates, of your friendship and your loyalty, individually and collectively, which is coupled with the hope that the days ahead will be filled to overflowing with health and happiness for all concerned and that your company will continue to enjoy unbounded prosperity in the years to come.

Very sincerely yours,

Oliver F. Peters

Oliver F. Peters

Vice-President International Shoe Company

OFP:ER



• City Club • Claston • Velvet Step • WEATHER-BIRD • Diamond Brand •

ALL ARE NATIONALLY ADVERTISED.



R. KOLODNEY & CO. INC

DRESS MANUFACTURERS

P. O. BOX 689 • TELEPHONE 249-6571 • HARTFORD, CONNECTICUT 06101

Manufacturers of

Betty Hartford

Dresses

1400 BROADWAY
NEW YORK SHOWROOMS
1410 BROADWAY
TELEPHONE
WISCONSIN
7-7842

March 14, 1967

Austin D. Lovett, President
c/o BECKER-DALIES COMPANY
Belen, New Mexico 87002

Dear Mr. Lovett:

I should like to take this opportunity to extend to you our congratulations and sincere good wishes on your 90th anniversary.

We, at Betty Hartford, are pleased to be part of the growth of your fine store and we look forward to a long and most pleasant business relationship.

Very sincerely yours,

R. KOLODNEY & CO., INC.



Robert Kolodney, President

cc Cohen

Jerks Socks

INCORPORATED

March 14, 1967

Mr. Austin D. Lovett
President
The Becker-Dalies Company
Belen, New Mexico 87002

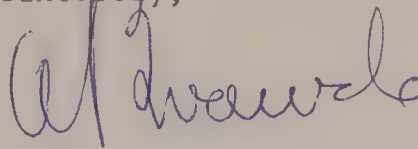
Dear Mr. Lovett:

A few moments ago I finished reading your letter announcing the 90th Anniversary of your company. I was most impressed by the history of your organization, as your longevity and success is an accomplishment that few companies can boast of.

Although we do little or no business with you, it's always nice to learn more about our customers, and we are grateful to you for having sent us a copy of your announcement.

May I take this opportunity to extend to you and your associates our every best wish for your continued success, and further to assure you that we appreciate your business and value your account and hope that in the future we may contribute in some way to your continued growth.

Sincerely,



Abraham S. Braude
Executive Vice President

ASB/rlr

MARGULIS BROTHERS

Manufacturers

1408 LOCUST • ST. LOUIS, MO. 63103 • CENTRAL 1-5100

Slenderella

March 15, 1967.

The Becker-Dalies Company,
Belen, New Mexico. 87002

Gentlemen:-

We want to extend our congratulations to your firm
and its employees on your 90th anniversary.

A firm such as yours is a credit, not only to its
community, but to retailing in general!

Wishing you many more years of continued success,
we are,

HGM/D.

Sincerely,

Harvey P. Margulis
MARGULIS BROTHERS.

KARL STERNBERG

BOX 11

BELEN, N. M.

February 9, 1953.

Mr. Austin Lovett
General Manager
The Becker-Dallies Company

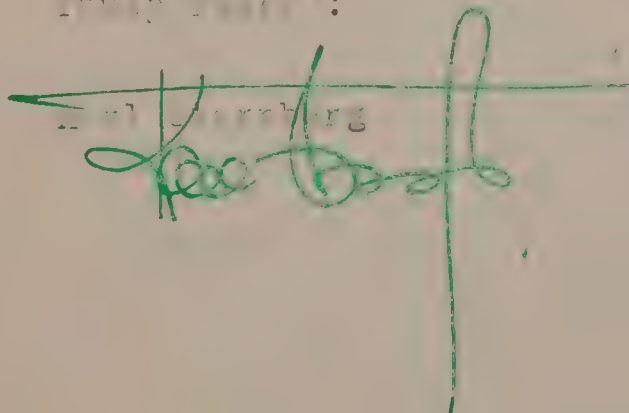
Belen N. Mex.

Dear Austin,

I would like to everybody associated with
your organization the very best congratulations from
Mr. Stupp, himself. It is really a very
special occasion if we can look back on so many
years of successful service to our community and we all
celebrate by attending this event.

With our very sincere regards, I am,

Truly Yours:

Karl Sternberg


NEW ADDRESS

4600 EAST 48th AVE.
DENVER, COLO. 80216

HILB & CO.
SEVENTEENTH AT LAWRENCE
DENVER 17, COLORADO

EDWARD LEVY
PRESIDENT

March 15, 1967

Mr. Austin D. Lovett
BECKER DALIES COMPANY
Belen, New Mexico

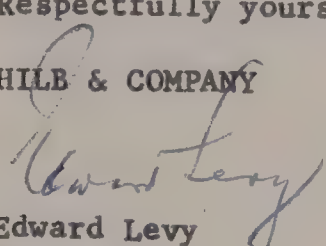
Dear Mr. Lovett:

I would like to take this opportunity to congratulate you on your 90TH ANNIVERSARY. As a salesman for Hilb & Company at about your halfway mark, some 45 years ago, I remember calling on your store, and of course we have been in contact with you for this entire period.

We sincerely hope that we will have an opportunity to continue to serve you during the years to come. If you should be in Denver, I would certainly appreciate if you would stop by and visit us. Please also convey our congratulations to your associates.

Respectfully yours,

HILB & COMPANY


Edward Levy
President

EL/ap



CARPENTER PAPER COMPANY

ESTABLISHED 1886

February 9, 1953

The Becker-Dailes Company
Belen, New Mexico

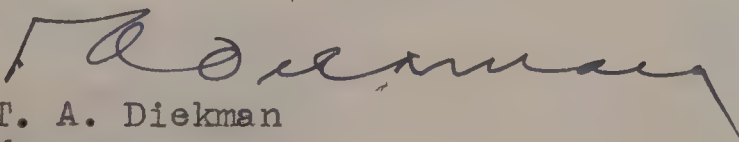
Dear Friends:

We greatly appreciate receiving your announcement and invitation to your Diamond Jubilee for Tuesday evening, February 10.

While I cannot be there in person, I want to extend to you my sincerest congratulations for this splendid record and, incidentally, thank you for the many favors conferred upon us in the past years.

With our best wishes for your continued success.

Sincerely yours,


T. A. Diekman
Manager

TAD jh

1424 NORTH FIRST STREET

ALBUQUERQUE, NEW MEXICO

TELEPHONE 6611

OMAHA
SAN FRANCISCO
DES MOINES
COLORADO SPRINGS
PHOENIX

LOS ANGELES
LINCOLN
GRAND ISLAND
SAINT PAUL
OAKLAND

DENVER
PUEBLO
ALBUQUERQUE
HOUSTON
RENO

KANSAS CITY
TOPEKA
SIOUX CITY
BUTTE
SACRAMENTO

SALT LAKE CITY
OGDEN
BILLINGS
MISSOULA
BOISE

OKLAHOMA CITY
POCATELLO
GREAT FALLS
CHICAGO
SAN DIEGO

SAN ANTONIO
FORT WORTH
HARLINGEN
MINNEAPOLIS
WACO

DALLAS
AUSTIN
LUBBOCK
AMARILLO
EL PASO

Philley Manufacturing Company, Inc.

TELEPHONE 417

Valparaiso, Indiana



February 7, 1953

The Becker-Dalies Company

Belen, New Mexico

Gentlemen:-

Everyone at Philley's Sweetheart Aprons and Polly Perkins' Aprons wish to extend to you on your DIAMOND JUBILEE - the very warmest regards and best wishes.

It is indeed a pleasure to work with you and may your progress continue for years to come.

Respectfully yours,

PHILLEY MFG CO INC
"Sweetheart Aprons"
"Polly Perkins Styles"

A handwritten signature in cursive script that reads "C. E. Beach".

ceb/whp

LANGENBERG HAT Co.

ESTABLISHED 1860

LION
HATS

KINGSBURY
HATS

BEAVER
HATS

MANUFACTURERS OF

HATS-CAPS-STRAWS

1110 - 1112 - 1114 WASHINGTON AVE.

St. Louis 1, Mo.

February 6, 1953.

Becker-Dalies Co.,
Belen, New Mexico

Gentlemen:

The notice of your Diamond Jubilee Anniversary is of particular significance to us and is of great personal interest to me.

Although the records of our business transactions in the 1870's have almost all disappeared, to the best of our recollection my grandfather, the late F. J. Langenberg, sold Mr. John Becker his opening stock of men's hats, and we believe your company and The Becker Mercantile Co. of Springerville are the oldest active accounts on our books.

Among my earliest boyhood memories is the pleasure of meeting Mr. John Becker and his brother Mr. Gustav Becker of Springerville, when my father, the late Roy T. Langenberg, brought them to our home for dinner. I was intensely interested with their pioneering experiences in the early days of the Southwest.

We take this opportunity to wish you every continued success and to express the hope that the happy association between the two companies may go on for many years to come.

Sincerely,

LANGENBERG HAT CO.

John F. Langenberg
President

John F. Langenberg/mf



Belen, New Mexico, February, 1953

Dear Patron and Friend:

It is with great pleasure that we announce the completion of our seventy-fifth year of successful business in Belen. Our success for three quarters of a century, has only been possible through the courtesy of you, our many patrons and suppliers.

In 1877 Mr. John Becker took over the business which he and two partners had established four years earlier. He called his store John Becker. His organization pioneered in the early history of the New Mexico Territory, serving the population from Albuquerque to San Antonio and from Vaughn to the Arizona Territory line. In 1902 his business was incorporated in order that he could share his success with some of his faithful employees. The year 1929 saw the name changed to The Becker-Dalies Company, to honor Mr. Paul B. Dalies. Mr. John Becker remained as President until his death in 1932.

A number of employees have made the company their life work. Longest of record is Mr. Paul B. Dalies, who started his career as a teenage boy in 1889, and has remained active for over sixty-four years. Mr. P. P. Simmons has a record of fifty-four years service, starting in 1899. Mr. Frank Fischer was with us for forty-four years before his death in 1947. Present General Manager, Mr. Austin D. Lovett, started with the company in 1929. Several other employees have been with us twenty-five years or more. These are but a few of our forty employees who are here to serve you.

Mr. John Becker and his faithful associates have helped the community grow from a crossroad in 1877 to a thriving town. In 1905, Mr. John Becker offered to donate all of the land needed for the railroad yards as an inducement to the Atchison Topeka and Santa Fe to build their cut-off line through Belen. Mr. Storey, who was president of the railroad at that time accepted the offer and commissioned Mr. Paul Dalies to proceed with negotiations to obtain the necessary land. This cut-off line is now the main east west freight line of the Santa Fe.

The officers of The Becker Dalies Company: Mr. L. C. Becker, President; Mr. P. B. Dalies, Vice President; Mr. P. P. Simmons, Vice President; Mr. A. D. Lovett, Secretary Treasurer; and Mr. G. P. Seery, Director; wish to take this opportunity to thank you for having given us the privilege of serving you for these many years. With the celebration of our Diamond Jubilee may we use this occasion to pledge our full cooperation to our patrons and to our community for equally as many more years.

THE BECKER-DALIES COMPANY

The John Becker Company.

INCORPORATED

JOHN BECKER, PRES.
PAUL B. DALIES, VICE PRES.
JOHN BECKER, JR., SECY & TREAS.

JOBBER AND RETAILERS

General Merchandise.

MAKERS OF DIAMOND "B" BELEN PATENT AND XXXX FLOUR

Belen, New Mexico

September, 1927.

Dear Patron and Friend:

It pleases us to announce that we are this month observing our 50th YEAR of successful business, our success being largely due to the support of the many good friends and patrons whom we have had the pleasure of serving throughout these many years.

The President of our firm, Mr. John Becker, in 1877 took over the business from his employers whom he had served about four years, establishing a business which has prospered under his competent and conservative management. In 1903, in order to share his business with several employees who had added very materially to his success, Mr. Becker incorporated the business with Mr. Paul B. Dalies as Vice-President, and Mr. Charles Reinken, Secretary-Treasurer. Messrs. J. H. Becker, Jr., and L. C. Becker were added to the Board of Directors in 1907. In 1913, Mr. Charles Reinken moved to Plainview, Texas, where he is now enjoying a growing and prosperous business, and Mr. J. H. Becker, Jr., was elected Secretary-Treasurer. Mr. P. P. Simmons, who has been associated with us since 1899, now our capable manager of the lumber, fuel, feed and milling departments, was added to the directorate in 1914. Mr. Ben C. Becker, who joined us after the war, was elected as a director in 1921; and more recently, Messrs. Elmer Enderstein, who came to us in 1911, and Carl Halama, who joined us in 1918, were added to the directorate.

We mention also Mr. Frank Fischer, who has efficiently handled our bookkeeping department for the past twenty years. Lack of space does not permit personal mention of numerous of our past and present employees who have been with us for shorter periods, and to whom we feel greatly indebted for their efficient service and loyal co-operation.

Mr. John Becker, Sr., having applied himself unceasingly and ardently for forty-five years, from the time he traveled as a pioneer seeking his fortune in the isolated West from Kit Carson, Colorado, in a covered wagon with freighters speaking a language unknown to him and enduring many hardships, until the time he saw the business develop into a large successful enterprise in the hands of his trusted associates, retired from active participation in the business in order to better handle his personal affairs. Mr. Paul B. Dalies, Vice-President, is now the oldest active member of the firm, having been with us for thirty-nine years, and to his good business ability and conservative policies the business is greatly indebted. Mr. Dalies and Mr. John H. Becker, Jr., Secretary-Treasurer, are actively supervising the general affairs of the Company.

The business was first carried on in a small adobe building, to which was added from time to time, and in 1917 the present spacious DEPARTMENT STORE building was erected; the attractiveness of its interior and completeness of its stock of merchandise being a surprise to visitors and a pleasure and convenience to our patrons. Our FLOUR MILL, one of the largest in the State, built in 1884, has for these many years served to furnish a ready cash market for the principal crop of the Valley.

The splendid growth of the business is evidence that The John Becker Company has served the needs of the Valley efficiently and satisfactorily for the past 50 years, and on this GOLDEN ANNIVERSARY we take occasion to express our sincere gratitude to every one who has contributed to the success of our business. And it is our hope that we may continue to merit and enjoy for another FIFTY YEARS the GOOD WILL of the public, which we so highly prize. It will also be our endeavor to contribute in a greater measure to the up-building and welfare of our community and its people.

Sincerely,

THE JOHN BECKER COMPANY.





BOX 1197 • OKLAHOMA CITY, OKLAHOMA, U.S.A. 73101

The Becker-Dalies Company, Inc.
Belen,
New Mexico 87002

March 23, 1967

Gentlemen:

Your communication advising about the 90th Anniversary has been received.

We are surely pleased that we have been a part of this great service to the people of Belen and surrounding area.

All of us hope 1967 will be most wonderful for you and all of you enjoy good health and happiness.

Very truly yours,

Vice President
Sales Promotion

Paul Floyd:lv



BRAND and PURITZ

PHONE HARRISON 1-7053 313-23 W. 8TH ST.

Kansas City, Mo. 64105

March 29, 1967

Asked what three things the apparel manufacturer could do to help build retail sales, the Merchandise Manager of a national-prestige store answered: "more fashion . . . More Fashion . . . MORE FASHION!"

MARY LANE is MUST merchandise to make Fall '67 a money-making season!

STYLE . . . a Choice! "A" line, tent coats, classic cuts.

COLOR . . . the Spectrum! Warm citrus tones. Greens with landscape influence, ranging on into deeper tones. Bauble pinks, reds tinged with "liqueur" tones. The charming pussy willow grey. Black, of course.

FABRIC . . . Variety! Hidden loops, only texture apparent. The broad-cloth family. Twills, diagonals, plaids, fancies. A new breadth in laminates. "All Weather" is a magic phrase.

FURS . . . Elegant! Mink -- white and all the fashion shades. Luxury long hairs. Dressy furs you haven't seen for a while.

COSTUMES . . . "In"! Wardrobe mainstay. A dress -- usually little or no sleeve -- covered by jacket or coat. As often, a skirt and shell with coordinated cover-up in varying lengths. Wool in solid with fancy or a bright splash of silk. Double knits are handsome and high on the fashion list.

SUBURBAN COATS . . . the way of things today! Hard-wear fabrics, including cottons that never tell. Small and middlin' sizes, on up to missy size 20. Linings are windbreaker, quilt, fancy and pile.

John Jurgensen will be along shortly after the middle of April, but we wanted to give you this preview so you could be watching trends and planning your Fall coat and suit campaign. John will drop you a card ahead of arrival. Please plan plenty of time to work with him; this will be an important coat and suit season!

Sincerely yours

BRAND AND PURITZ

Daisy Blossom
Advertising Manager



JOHN B. STETSON COMPANY

PHILADELPHIA, PA. 19122

RALPH N. YEARGAN
VICE-PRESIDENT

March 30, 1967

The Becker-Dalies Company
Belen,
New Mexico 87002

Gentlemen:

We appreciate very much your thoughtfulness in advising us of your 90th Anniversary, and our Stetson is off to not only the founders of that fine business but also the faithful employees and officers who have served it down through the years.

The courses that both our organizations have taken through the years have been largely parallel. Your firm has been on our books for a great many years, and it was at one time my personal pleasure to service the account as a travelling representative in that part of the country. Although it is now my lot to sit behind the desk in Philadelphia, I have many wonderful memories of Belen.

Congratulations to each and everyone of you in the Becker-Dalies organization, and may the coming years be as kind to you as the past. Also, we appreciate most sincerely the business with which you have favored us down through the years, and we hope to have the opportunity of continuing to serve you.

Sincerely,

Ralph N. Yeagan
Vice President

RNY/cpb



ESTABLISHED 1903

CRESO

Manufacturing Company

FINE SPORTSWEAR LEATHER AND CLOTH JACKETS AND COATS

1201 JACOBSON AVENUE

PHONE (419) 323-1501

ASHLAND, OHIO 44805

March 27, 1967

Mr. Austin D. Lovett
The Becker-Dalies Company
Belen, New Mexico 87002

Dear Mr. Lovett:

Congratulations to you and your organization for your very enviable record of Ninety Years in business. This certainly is evidence, Mr. Lovett, of your value to your community and your merchandising ability.

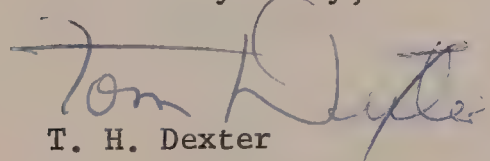
Cresco has been in business for about 64 years but compared to you we're merely a youngster as yet. However, both of these anniversaries, Mr. Lovett, are unusual in our industry today.

If you folks plan a celebration in which you are using door prizes of any kind, Cresco and our representative, Leonard Strickland, would certainly be very happy to supply a token of our esteem for your anniversary event.

If you want such a garment, please let us know and we'll be very glad to send you a door prize garment at once.

Congratulations and best wishes for many more such anniversaries.

Yours very truly,


T. H. Dexter
Sales Manager

rc

cc: L. Strickland

The Isbell-Kent-Oakes Dry Goods Co.

1800 Lawrence Street

Denver, Colorado 80202

3409
7107

DONALD H. OAKES
PRESIDENT

March 13, 1967

Mr. Austin Lovett, President
The Becker-Dalies Company, Inc.
Belen, New Mexico

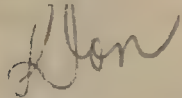
Dear Mr. Lovett:

Thank you so much for sending us an announcement of your
90th Anniversary. You are certainly to be congratulated.

As you know, our company has been in business 50 years
this year and I certainly hope that we are successful
in reaching the 90 year mark. Both my wife and I thoroughly
enjoyed our visit with you and your wife when you were in
Denver last year and do hope that you find it convenient
to make a trip to Denver sometime this year.

Kindest personal regards to your wife and yourself.

Sincerely,



Donald H. Oakes

DHO/vp

cc: George Beals

Joe Brooks



HORTEX INC.

EL PASO, TEXAS 79988

EXECUTIVE OFFICES

March 14, 1967

OUR 30th YEAR

The Becker Dalies Co., Inc.
P.O. Box 335
Belen, New Mexico 87002

Gentlemen:

Thank you for your letter wherein you inform us of your 90th Anniversary.

This is a reputation of which you can certainly be proud. Please accept our sincere congratulations. We ourselves are proud to be a part of such growth over the years.

Please be assured that we will continue to do our best to be worthy of your future patronage. We hope to be a part of your next 90 years as well!

Cordially,

HORTEX, Inc.



Jim Bruemmer
Vice President

JB/cf



Offices: 119 Industrial, N.E. Telephone (505) 344-3409
Factory: 117 Industrial, N.E. Albuquerque, N. M. 87107

March 13, 1967

Mr. Austin Lovett
Becker-Dalies
101 N. Main
Belen, New Mexico

Dear Mr. Lovett,

Thank you very much for the opportunity of servicing your sign.

Our Service Rig will be in Belen on Friday, March 17, 1967 to perform the needed repairs on your electrical display.

We appreciate your patronage and hope that you will call on us whenever you need service.

Very truly yours,

FOSTER ATKINS

FA:dmc



- Sales and Service • Installations • Leases
- Plastic Signs • Modern Store Fronts

Chicago Tailoring Co

"Quality Tailoring Since 1895"



JACKSON BLVD. & GREEN STREET

CHICAGO, ILLINOIS 60607

March 13, 1967 LONG DISTANCE TELEPHONE
TAYLOR 9-4700

The Becker-Dalies Co.
Mr. Gilbert Ulivarri
Belen, N. M. 87002

Dear Mr. Ulivarri:

We acknowledge with thanks your order for a coat and two trousers which arrived today, and which shall have our special and careful attention. Shipment will be made at the earliest date possible consistent with good workmanship, etc.

We also appreciate your letter announcing the Becker-Dalies Company is now in its Ninetieth year of successful business operation. Congratulations to you and to the other members of the organization. We hope this Company founded by Mr. John Becker in 1877 will continue to prosper during the next 90 years or more. The history of the Company reads like a saga of the West. No doubt Mr. Becker and his early associates contributed a great deal in helping to open the West.

To help you celebrate this great event, we are allowing you a special discount of 10% off our regular wholesale price on your garments. If, any of the other men of your organization, Mr. Lovett, Mr. L.C. Becker, Mr. Sanchez, Mr. Nelson and other present officers or employees wish to order personal garments at this time, we will also accommodate them with a discount of 10% off the regular wholesale price in honor of your Ninetieth Anniversary Celebration. We will hold this offer open for you until the end of the current season - June 30, 1967.

When anyone of these persons orders a personal garment during this special time - make a notation of his title or connection with the firm in the "occupation" column and I'll see that the order gets my personal attention and the special discount.

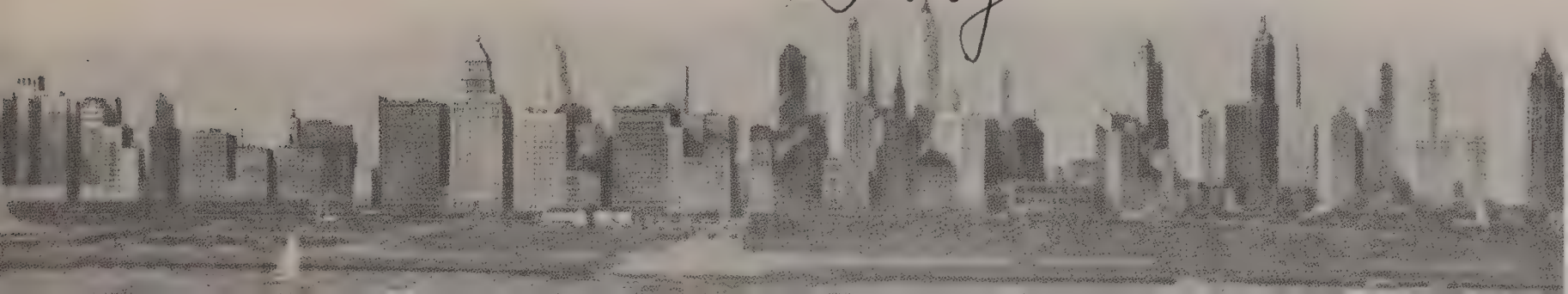
This will be our way of helping you to celebrate your Ninetieth Anniversary Year.

Yours very truly,

GCD:FB

CHICAGO TAILORING COMPANY

George



ZORK HARDWARE COMPANY OF NEW MEXICO

WHOLESALE DISTRIBUTORS

ALBUQUERQUE, NEW MEXICO

P. O. BOX 849

March 13, 1967

Mr. Austin D. Lovett, President
The Becker-Dalies Company
Belen, New Mexico 87002

Dear Austin:

We received your letter announcing the celebration of your 90th Anniversary, and want to take this opportunity to send our heartiest congratulations and to wish you and your associates many more years of continued success.

Having known you personally and having sold your firm for thirty-eight years, I hope that I will be around for another ten years to help you celebrate your 100th Anniversary.

Again, all good wishes and kindest personal regards,

Sincerely yours,

ZORK HARDWARE COMPANY OF NEW MEXICO

By:

Rudolf Dreyer

Rudolf Dreyer/dd



CORRAL SPORTSWEAR COMPANY

A DIVISION OF THE TANDY CORPORATION

MANUFACTURERS OF



FASHIONS IN LEATHER

PHONE CA 3-4472

ARDMORE, OKLAHOMA

P. O. Box 938

ZIP 73401

March 14, 1967

Mr. Austin D. Lovett,
President
The Becker-Dalies Co.

Dear Mr. Lovett:

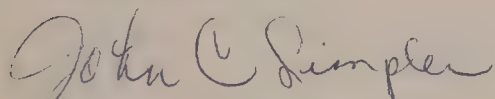
Thank you for your letter advising us of your Ninetieth Anniversary and we certainly appreciate your sending us this letter.

We would like to take this opportunity to thank you for the past business you have honored us with and we consider your store one of our choice customers.

We enjoyed reading the resume of your Company and I know much work and time has been spent making your Company what it is today.

Congratulation to all of you and we hope you have many more years of successful business.

Sincerely yours,


John C. Simpler,
Sales Manager

JCS:mh

GEORGE S. BAILEY HAT CO., INC.

CABLE ADDRESS "BAHCO"

Bailey

HEADWEAR

TELEPHONE MADISON 7-1858
(AREA CODE 213)
716 S. LOS ANGELES ST.
LOS ANGELES, CALIF. 90014

March 13, 1967

The Becker-Dalies Company
Belen, New Mexico 87002

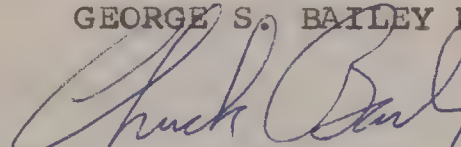
Gentlemen:

Congratulations of your 90th Anniversary.

We were very pleased to get your letter with the history on your company and wish you continued success.

Sincerely,

GEORGE S. BAILEY HAT CO., INC.


Charles S. Bailey

CSB/lm

ELDER



MANUFACTURING COMPANY

TOM SAWYER AND ELDERADO APPAREL FOR BOYS AND YOUNG MEN

March 13, 1967

Mr. Austin D. Lovett, President
The Becker-Dalies Company, Inc.,
Belen, New Mexico 87002

Dear Mr. Lovett:

We have received your notification that 1967 is your 90th Anniversary. We certainly want to congratulate you on this wonderful anniversary covering so many years of business.

We, at Elder, certainly appreciate the business with which you have favored us. We are very grateful for same. Furthermore, we are most anxious to serve you in the future. Be sure and call on us whenever we can be of help.

Sincerely yours,

ELDER MANUFACTURING COMPANY

Charles V. Miller
Chairman of the Board

PLEASE DIRECT
REPLIES TO OFFICE
CHECKED BELOW

MAIN OFFICE:

- ☐ P. O. Box 273
St. Louis, Missouri 63166
314 GA 1-4011

SALES OFFICES:

- ☐ 34 West 33rd Street
New York, N. Y. 10001
212 279-0030
- ☐ 887 Merchandise Mart
Chicago, Illinois 60654
312 644-2955
- ☐ 2300 Stemmons Freeway
Apparel Mart
Dallas, Texas 75207
214 ME 1-5415
- ☐ 4385 Denver Merchandise Mart
451 E. 58th Avenue
Denver, Colorado 80216
303 222-1428
- ☐ 1437 South Santee St.
Los Angeles, Calif. 90015
213 RI 8-0291
- ☐ Pantheon Bldg.
Honolulu, Hawaii 96813
563-474

CVM/mm

FACTORIES:

- ☐ St. Louis, Mo.
- ☐ Webb City, Mo.
- ☐ Dexter, Mo.
- ☐ Ste. Genevieve, Mo.
- ☐ Bloomfield, Mo.
- ☐ Carl Junction, Mo.
- ☐ McLeansboro, Ill.

BHC 2-3-4

Gentlemen:

I am typing this letter to you on a Smith Premier No. 2.
The serial number we have found on this machine is 126182.
I would like to know what year this typewriter was manufactured.

As you can see, it works well.

Yours truly

Mrs. Marion Herlihy

La Joya N. Mex. Oct. 27, 1933.

Becker Ballies Co.,
Berlin N. Mex.

Dear Sirs:

Yours is recieved, I know am dueing my account for a long time, I will try to do my best to pay it, my desirous is to cover it, but it has been impossible at this time. Because I have been without employes I have been trying to find some place to work, but I can't find any.

Some time ^{ago} I wrote to you a letter ^{asking} to recomend me on the conservancy, and still am waiting for a chance on it, I thank you for your good recomendation you gave for me.

Yours truly.

P. B. Cordova

1911.002.004

BHC 2-3-4

P. O. Abeytas No. 26, 10/6 - 1923
Mr. P. P. Simmons,
Belen N.M.

Dear Sir:

The price on my alfalfa
fits me well and I would like
to have it shipped as soon as
possible, since I intend to get some
more alfalfa and have no room
where to store it, I would like
the one on hand taken out.

Hoping to hear from you
soon I remain

Yours Truly
Gregorio Abeyta

~~10/11/23~~
J

BHHC 2-3-4

Stone N. Mex.
July 9, 1928.

Mr. John H. Becker Jr.

Dear Sir:

A few lines will just
be needed to ask you a favor which
I am quite sure you will
grant it to me.

This favor Mr. Becker
is a job, which I am, and I've
been in need all summer.

Dear Sir I will give
you a little information about
myself. I am son of Mr. Simon
Chargay. Dad has been getting
or buying everything needed on
the farm, which I think is a
great pleasure to you (over Please)

Dr.

I am a Belen High School-student. Education is what has been urging me to look for a job. Books, you know cost a great lot, and especially high school-books.

Of course Mr. Becker dear sir we have a good size piece of land, so as to earn our living; yet I want to help father at least in my educational expenses.

As I've been giving you some details about me; now I am seventeen years old, weigh over 123 or 124 lbs which I think are or is needed in that job, and in which I think I will fail to do my work.

(Next page Please)

~~X. 2.~~

The job I wanted to get
from you is at the Belen
Flour Mills. Now Mr.

Becker if you did wanted
to help a poor Guy that
wanted to go on forward
with his education. Here
is it or Here he is I myself
will do my best, in order
that I may help father
which he is great need
of. So I remain waiting
your answer I am

yours truly
Prudencio C. Carguez

Please let me know
soon.

ВННС 2-31

Globe Air

Jan 24/1918

Dr Wier was you
in Belen i.e. 1918
why I ask this we
had been there
Nov 1, 1918 we only
used the Dr a few
times we only lived
there a short time
out on the out edge
of town a short
distance off the road
then going from
Belen to Las Lunas
and we lived among
the Mexicans and
I don't remember
the Dr name we
saw other side

.B
used or any one
that lived close to
us and I just wonder
if you might be
the one we used
them my husband
and me were young
my husband had
brown hair gray eyes
pretty well set
Eyes 5 ft 11 in tall
weighed about 172 lbs
I am 5 ft 3 in tall
they weighed about
118 lbs have red hair
Blue eyes we had
two other little boys
at that time they
they had red hair
Blue eyes and and
was still babies
see other page

C.

if you was there
then and think
now was the time
I used I want to
get you to sign
the delayed certificate
so I can get a Birth
Certificate if you
want to. That I
had a child & can get
easily by people
that know me
then but didn't
live there so please
answer and tell me
what you can
you know it
was not the
childs or my fault
see the other side

either that the
Birth was not
put on record
My husband's
name is Ottobale
O'Brien. Some
times signs it
O. O'Brien and
some times, Pat
O'Brien Pat is a
nick name.
Mrs. Rosie O'Brien
Globe Arizona
Rout. 1.

10, 21-19

Dear Marchants,

I am only applying for some
job for my Daughter she wants
to be a clerk in your store
she dropped school last
of the grade she 19 years old
I believe she can be a clerk
in your store. But please
give her the first chance
you have in your store I

been a great merchant of yours
for several years

please call on me
let me know soon

Radio H. Jones

Belen N. Mex.

P.O. Box 211

Darling
11/16/22

The John Deere Co.
Day in.

I am sorry the
of John Deere work
hard, I got a telegram
and had to leave.

I am expected to
return, how could
I get out now until I
return. What all of time
left, I will try to take
it all home again. Good
evening.

I am yours truly
C. A. Davis

~~Yours truly~~
You know as well

Conteras "M.R."
July 29-1927

Mr. Paul B. Dalies

Bellevue "M.R."

My Dear Mr. Dalies:

I am in receipt of your notice which you mailed me recently concerning my debt. I have not being able to have or to make any money and hardly for my actual needs, I have my Real Estate property in the hands of a Commission man trying to sell it, I have given him now my minimum price, and he says that he probably will

3-3-4-26

2

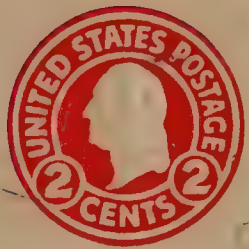
sell now that I have
given him an attractive
price.

Mr. Daliés, I have been
in Belen sometimes,
and I have not arrived
at the store due to shame.
I will pay the account
I owe you as soon as
I may be able to pay
it all or part of it.

Yours Truly
Leopoldo B. B. B.

After 10 days, return to
THE JOHN BECKER CO.,
Box 139,
BELEN, N. MEX.

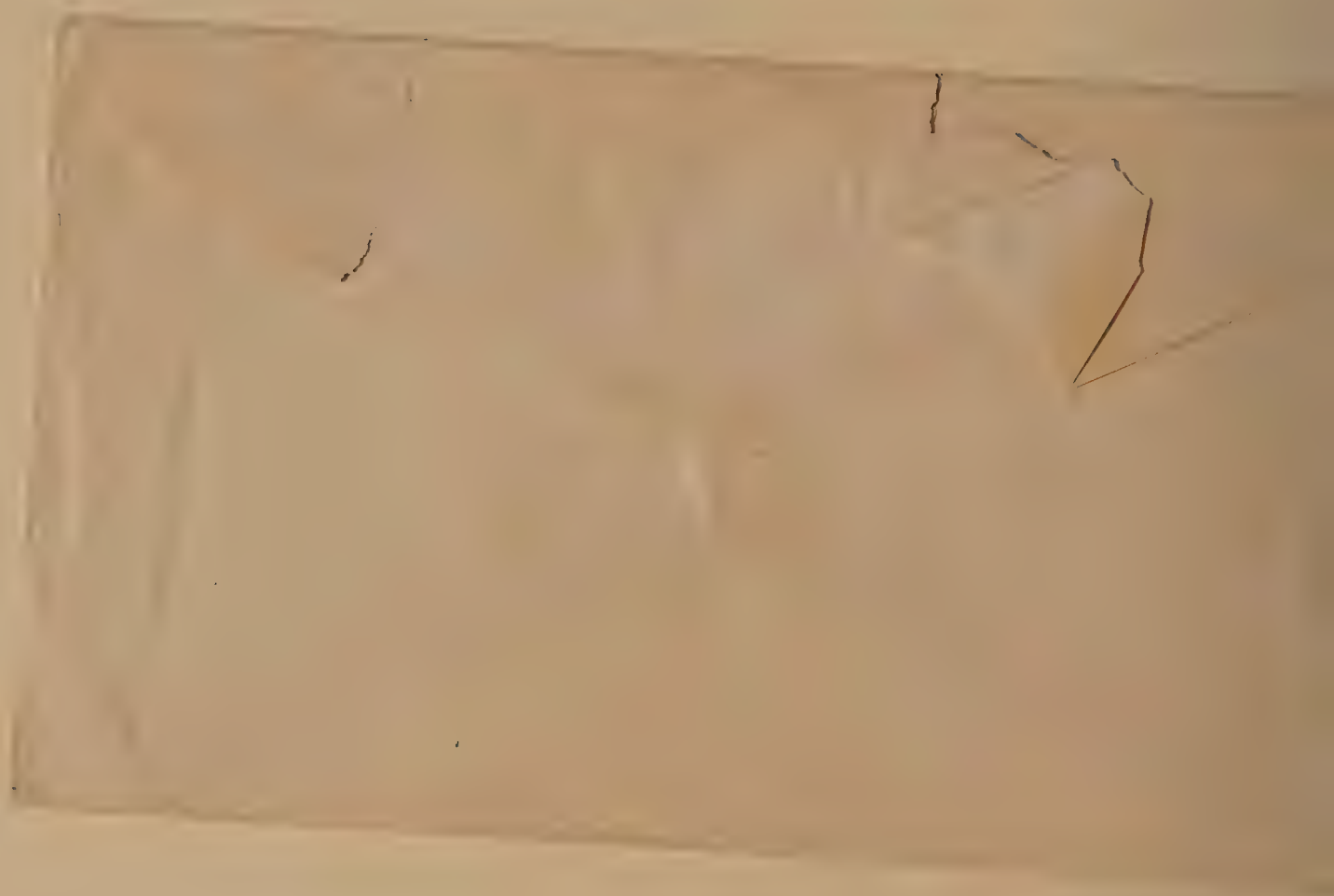
Post paid
NEW
1923



3 1/2 INCHES

Mr. R. M. Dalies,
Lawrence,

1004. N. 4th. Kan.



BHHC-2-3-4 (1-56)

Leather, Telogynnis

БННС 2-3-4



Charles Ilfeld Company

WHOLESALEERS OF EVERYTHING

LAS VEGAS ALBUQUERQUE SANTA FE SANTA ROSA GALLUP MAGDALENA RATON
FARMINGTON DURANGO, COLO.

ALBUQUERQUE, N.M.

February 10, 1953

Messrs. Louis C. Becker,
Paul B. Dalies, and
Austin Lovett,
Belen, New Mexico

Dear Friends:

Due to the strong urging I received to attend a meeting of the Board of Directors of the Middle Rio Grande Flood Control Association here tonight, I decided to forego the pleasure of attending your party commemorating your 75th Anniversary. I have been assured by a number of our men here, officers and employees, that they plan to go down, so our Company will, I believe, be fully represented.

I desire to congratulate your good Company in the name of Charles Ilfeld Company, and myself, personally, on the success that you have attained in the long period of service that you have given your community. While I have been with our Company for 40 years, I knew your Company and traded some with a branch of the Company before I knew the name of Charles Ilfeld Company. I was personally acquainted with Mr. John Becker, whom I admired very much, and have had the pleasure of being quite well acquainted with the names above addressed and have enjoyed our business and social relationships very fully.

We again extend to you our heartiest congratulations upon your having attained so many years of successful operation.

Wishing you a continuance, and thanking you for the business that we have enjoyed with you, I remain,

Most sincerely yours,

A handwritten signature in cursive script, reading 'E. L. Moulton', written in dark ink.

E. L. Moulton/tt

REGISTER NUMBER

OF

CHARLES IFFELD HARDWARE COMPANY

BOX 1309 - ALBUQUERQUE, NEW MEXICO 87103

DATE SOLD

3/7/69 9031

SALESMAN

SOLD TO

Barber Bros Co

NO. OF SHEETS IN ORDER

TOWN

Bellevue

STATE

NM

SUBSTITUTION

BACK ORDER

YES

NO

YES

NO

SHIP VIA

Pay West Shipping

SHIP DATE

C O D E

BO - BACK ORDER

F - ORDERED FACTORY

C - CANCELLED

X - OUT-PLEASE REORDER

INVOICE DATE

DISCOUNT TERMS

2%

CASES ORDER, CHECK, QUAN. ORDERED

FILLER

ER

ORDERED

ARTICLES

LIST

UNIT QUANTITY

PRICE

UNIT

AMOUNT

TAX

TOTAL

REMARKS

DATE

SIGNATURE

INITIALS

DATE

TIME

TERMS

PAID TO

DATE

TIME

TERMS

PAID TO

DATE

TIME

TERMS

PAID TO

DATE

TIME

TERMS

PAID TO

DATE

TIME

TERMS

PAID TO

DATE

TIME

for Door Hinges

✓ 1 ea U153c B+D King Street
✓ 1 ea M0271-50 Wymondbury Farm
✓ 1 ea 1009 pro S.S. Copper Hinges

N/C

N/C

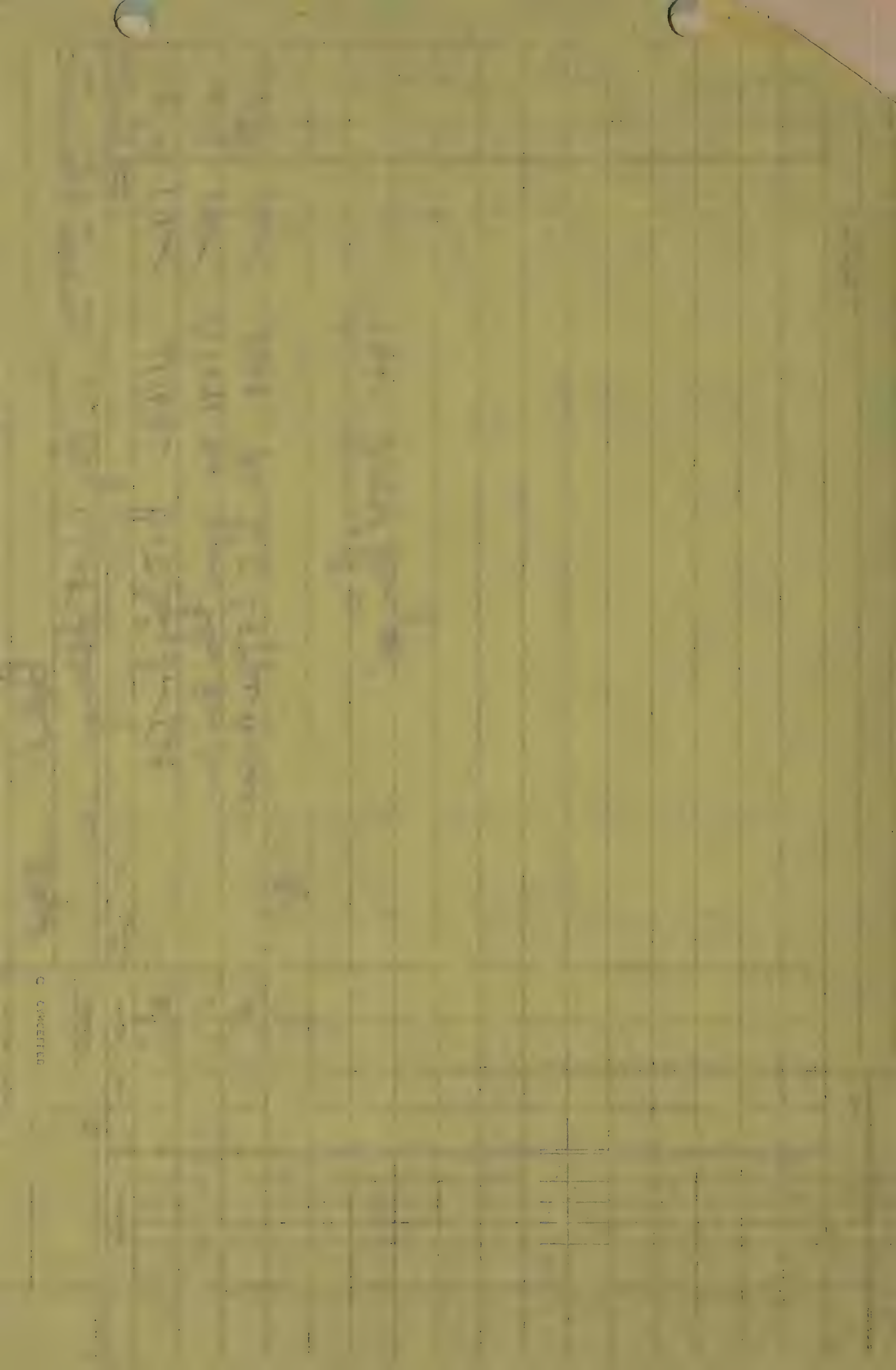
N/C

CASES

REPACKS DESCRIPTION

TAX

BACKS



Krist
SAN FRANCISCO

Alice OF CALIFORNIA

ORIGINAL
HKG CALIFORNIA

60 DORMAN AVENUE • PHONE Mission 8-0824 • SAN FRANCISCO 24

THE BECKER-DALIES COMPANY INC
BELEN, NEW MEXICO 87002

INVOICE NO. 2975

TERMS: F.O.B. SAN FRANCISCO
8/10/ E.O.M. NET THEREAFTER

DATE	ORDER NUMBER		DEPT.	SALESMAN			
APR 27 67							
STYLE	UNITS				PRICE	AMOUNT	
10431	1	DOOR PRIZE				NO CHARGE	
TOTAL						TOTAL	

PP

IF PAID BEFORE

TAKE DISCOUNT OF

\$

INS.

FREIGHT

CHARGES

INVOICE
TOTAL →

\$

✓ MERCHANDISE CANNOT BE RETURNED WITHOUT PERMISSION.

CLAIMS MUST BE MADE ON RECEIPT OF GOODS.

NO CHANGE IN TERMS, PRICES OR CONDITIONS ALLOWED AT TIME OF SETTLEMENT,
INTEREST CHARGED ON OVERDUE ACCOUNTS.

CONTINUING GUARANTY UNDER THE TEXTILE FIBER PRODUCTS IDENTIFICATION ACT FILED WITH THE FEDERAL TRADE COMMISSION.

THE UNIVERSITY OF CHICAGO

1. The first part of the paper is devoted to the study of the properties of the function $f(x)$ defined by the equation



OF CALIFORNIA

60 DORMAN AVENUE • SAN FRANCISCO 24, CALIFORNIA • MISSION 8-0824 •

March 27, 1967

The Becker-Dalies Company
Belen, New Mexico 87002

Gentlemen:

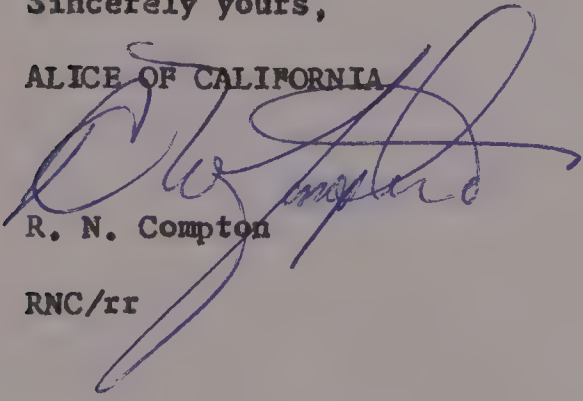
Congratulations on your 90th anniversary! We received your letter announcing the above and want to congratulate you on the fine job which your company has done for the progress of Belen, New Mexico.

We are sending you under separate cover a dress which we hope you will use as a door prize during your 90th anniversary celebrations.

Please accept our congratulations on the fine job which your company has done and we as a manufacturer look forward to a long, friendly, and mutually profitable relationship.

Sincerely yours,

ALICE OF CALIFORNIA



R. N. Compton

RNC/rr

April 24/1929

The John Peckley Co,
Attn Mr. McGraw 925
Perry St. no address & Uds Mr
Luka Agamen favor de me
Entregue chingando la Pasa
Ok digamen Cuantos Vicos
Juntados que los Paga Es Una
Verguenza que unos Hombrs
Ricos como Los Uds tienen
de chingar a los Pobres Yotung
El Precio de Esta Cinta En mi
Casa ya de los Pucientos Cuando
yo estaba alla En los mueros de
alla, Para que sepan Uds que yo
Soy Un Hombre de Calidad que
Uds Pienzan, S.S.
Antonio T. Amador.

Write him 4/26
to send us no +
date of receipt &
Claims he has.

2/17/31

Wasson, Colorado
Feb 1, 1931.

Mr Paul Dalhis,
Belen, N. M.
Dear Sir,

please do not mis understand, that I am trying to
rush you to employ me, by forwarding this written ap-
plication for employment

The chief reason, which has impelled me to file this
written application is, I remember, that during our
verbal interview, you asked me for a couple of references.
perhaps you expected for me to have given more than two.

Now getting down to business, for several years I have
nursed the ambition of bettering my situation or condition
but realizing my education was in adequate to enable me to
offer my services to a reliable firm I declined from placing
an application till I did acquire more schooling, which I
mentioned to you. Having completed this course, does not
convince me, that I am highly qualified for any work you
may offer me I still realize I have a lot to learn.

My experience in store work is limited. I do not wish
to misrepresent my qualifications. I worked for Dr. C. D.
Ottosen, Willard, N. M. in his drug store one summer years
ago, while I was a school boy. I worked for the Willard
Merc. Co., Willard, N. M. for ten months, also while I was a youngster.
There is where I made the acquaintance of the Haulow brothers
and the Stanton brothers. Tony Stanton's present address is
1206 N. Sixth St, Albuquerque. I worked in 1920 in Okla.
City, for the Oklahoma Wholesale Hardware Co., for a short

while. Part of 1921 and part of 1922 I worked for the Estancia Valley Supply Co., Estancia, N. M. H. J. Finke being manager, whose present address is H. J. Finke, c/o G. W. Shurt and Co., De Vargas Bldg. Santa Fe, N. M. During the World's War, I spent two years in France receiving and shipping medical supplies. In other words, transportation work.

My experience is limited, but I am certain you will be fair as not to brand me "condemned" for lack of experience since I am not applying for an executive position. I am applying for ordinary work, for which I firmly believe, I possess the ordinary ability to perform. I have been turned down before on account of lacking experience, which I think is unjust. Experience is not a blessing from birth right. Experience is an after acquired feeble and weak requisite, which a person may have or may not have, and which is easy to lose. Experience is not recognized thru out the entire commercial world. Technically speaking, "experience" is "synonymous" to "seniority" and in my estimation it properly belongs to an inferior class, the industrial class, where I now happen to be, and does not belong to the active and lively business world. Remember, that no person is born with "experience" and every person is born with more or less ability.

I have been doing construction work for eight years or better; I consider myself a fairly good carpenter, have earned good wages, have acquired a little property. Construction work is a profitable occupation, but very ambulatory and has made a good "bum" out of me. I am most desirous to switch from industrial work to commercial work. It is this home loving spirit and sense of duty which I well recognize, which has inspired me to work for a change of occupations.

At your pleasure you may refer to any of the above stated names. You may also refer to Mr. Dee Robinson, Santa Fe Special Agent, Belen, N. M. I have also asked La Salle

school to forward a word to you regarding me.

As I said at the beginning, I do not expect you to give me employment, immediately, but any efforts on your part in allowing me to fill your next vacancy, you may rest assured will be highly appreciated.

I honestly and sincerely believe if you permit me to join your force of employees, I will, as the others have, develop to be a trust worthy and dependable employee, of whom you may be proud to have on your pay roll.

Hoping my application will receive due consideration and trusting to hear from you favorably, I remain,

yours very truly,

Home permanent address { Antonio B. Baca
Route # 1 Box # 30
Albuquerque, N. M.

present address. { Box # 748,
C/o Tom Ross,
Alamosa, Colo.

BHC 2-2-4

Belen, New Mexico , April 20, 1936

Mr. P. P. Simmons, Mgr,
The Becker Dalies,
Belen, N.M.

My Dear Sirs:-

Please be advice that I did not
took ashes off from the Boyler on account that
all the Scoops or shovels were gone.

Sincerely yours,

Liapadde Galveston

OFFICE OF
VALENCIA COUNTY
ROAD SUPERINTENDENT
EMILIANO CASTILLO
SUPERINTENDENT

Los Lunas N. M. May 19th 1922

Mr. Simmons

Belen N. M.

Dear Mr. Simmons

your kind letter at hand of the 17th ~~mt~~
it is kind of rule for any working who is working for
me as Truck Driver or tractor driver to have a requisition
book Mr Cronwell has got a requisition book with him
he should let have one for that lumber do not let any body have
any more material unless they got a writting order from me
and the amount of pieces I noticed Mr. Ricardo Lobato
got more lumber then I thought very near \$100.00worth
do not let him have any more material for the County

I wish you dont make any bills out as foremans name ~~because~~
because I havent got no foremans Iam the foreman my self
they ~~just~~ ~~worthing~~ men and not foreman ~~I~~ ~~close~~ ~~please~~ find
a voucher for you to fill and return to this office
for your payment

Yours Very Truly

Emiliano Castillo

County Road Superintendent

Albany, N.Y.
Oct. 25, 1927

John Becker Esq.,
Blair, N.M.

To Manager -
New. Sir -

Dear Sir,

Yow a few lines, to see if you can let me have
\$12.00 as I need this money because I am
getting ready for the Teachers Convention
at Albuquerque, and being ^{afraid} our payment
will not be here by that time, I am asking
for this money. So please let me
know whether or not you'll lend me this
money, and when my check ^{comes} will be
ready to settle this money. Therefore
wishing and begging to hear in regards
to this matter

Chk 12.00
mailed
10/26

I remain
Yours truly
E. B. Baca

Saguna, New Mex.
Sept 29, 1920.

Dear Sir:-

I will now send the money
and I paid all now \$15.90
I found your letter when
I got home just came home
from the mountain I've
been up to the mountain
a couple days so I was
not home, until today
I got home & found your
letter so that's why I am
going to send them today
and now I paid all
which my father had
charged. Thanking you
for waited me long
enough. But I want

the receipt to be sented to me
please soon as you received
~~this~~ money? May Our
Heavenly Father keep us
all in our daily work.

Yours very Truly

Antonio C. Heroniah

Laguna New
Mexico

To The John Becker Co,
Bellevue, New Mex.

La Joya N. Mex. August 14, 1933.

The Becker Dalies Co., ^{Mr} or Paul Dalies,
Belen N. Mex.

Dear Sirs:

The Conservancy is working here on Dist. 367
at Contreras N. Mex. and my brother has a property there
and he can't work there because he is working at Becker,
but he told me I can take his place.

As I am without work and my boy too. I wish to see and to
ask to you, if you can help me, by your great honor, and
your lovely cooperation to see if you can recommend my boy
to see if he can have chance on the conservancy. He has already
filled his application, and it is on file at Belen's office.
Kindly I ask from your great cooperation on this time.

As still I owe to your house my account and I am anxious
to find some work to pay you my account, which I have with you.

Kindly, again I ask from you to help me, if it is
agreeable to you, I know you always try to help me.

I remain waiting your early and favorable answer.

Yours very truly,

P. B. Cordova
P. B. Cordova.

Dear Mr. [unclear]
[unclear] 1895

We are very sorry that [unclear] [unclear]
for our [unclear] [unclear] we are very sorry [unclear]
time. [unclear] [unclear] that [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear] [unclear] [unclear]
to work [unclear] [unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear] [unclear] [unclear]
[unclear] [unclear] [unclear] [unclear] [unclear] [unclear]

Mrs. Lupton R. [unclear]
[unclear] [unclear] [unclear]
[unclear] [unclear] [unclear]

all, m
Aug 23, 1905

Dear Friend,
Here I am over-
loading at money order
of \$10.00 per order
bill account. Sorry
we haven't sent you
any sooner. And
all the best.
Thanks for the
reception.

Your Friend
L. H. D. C. C.
1410 5th Ave.
Albany, N.Y.
West

1011

June 1, 1967

Mr. W. O. Karpenko
Chief, Airports Branch
P. O. Box 8502
Albuquerque, New Mexico 87108

Dear Mr. Karpenko:

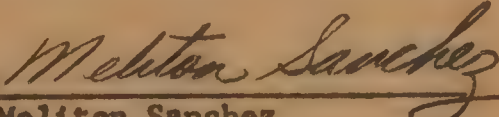
A meeting of the Airport Committee has been called for June 13, 1967, 7:30 pm. at the Commission Room of the Valencia County Courthouse, Los Lunas, New Mexico.

This is a very important meeting and would appreciate if you would make every effort to be in attendance at that time.

Officials for the FAA and the State Airport Director will be in attendance at this meeting, together with Mr. Dayton F. Molzen, Engineer.

Very truly yours,


Hollis Wilson
Chairman, Airport Committee

By 
Meliton Sanchez
County Manager

MS:ds

cc: Mr. Hollis Wilson
419 N. 5th St.
Belen, New Mexico

11

Mr. J. H. ...
...
...
...
...

A meeting of the Airport Committee has been called
for June 15, 1934, at 10:00 a.m. in the Conference Room of the
County Administration Building, San Antonio, Texas.

This is a very important meeting and will be held in the
County Administration Building at 10:00 a.m. on June 15, 1934.

Mr. J. H. ... of the FAA and the State Airport Director
will be in attendance at this meeting, together with Mr.
... of the ...

Very truly yours,

Hollis Wilson
County Engineer

Hollis Wilson
County Engineer

cc: Mr. Hollis Wilson
...
...
...

Gentlemen:

Here's the pay-off and the heighth of something or other ---

"Mrs. Grace Dawn was granted a divorce when she testified that since she and her husband were married he had spoken to her but three times. She was awarded the custody of their three children."

-- Free Press

its "Quality",
PLY-

May 1, 1911

A meeting of the Board of Directors was held at the Hotel... on May 1, 1911, at 10 o'clock... the following business was transacted:

1. The minutes of the last meeting were read and approved.

2. A report was made by the Treasurer, showing the financial condition of the company.

Very truly yours,

[Signature]
Secretary

[Signature]
President

cc: Mr. J. H. Wilson
J. H. Wilson
Bellevue, New Mexico

Myself will say that I cannot see XXXXX how
the water is so well from my lot, as there is some water from
my lot to the lot in question, but I find that there is a
fast flow of water from the ditch to my property and the
water, or soil likely run to suit steps into your water at under
your foot. I am sure to your water have been done in the
by water in my lot and the water outlet to the ditch up, on the
ditch and the water is no doubt.

Your land is a garden, a garden of flowers and plants, the
water is so well from my lot and the water, which I think is the
water of my lot and the water is so well from my lot.

Very truly,

P.S. Since writing above, I have learned that the water from the ditch
water from my lot from your property ditch, which is located between
my lot and your house, I have looked over the premises and found several
places where water is running from the ditch into my lot, so I
herewith request you to take steps to avoid such overflows in future.

The Belen Harvey House Museum
Belen, New Mexico

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

27-94 0\$=ALBUQUERQUE NMEX FEB 10 223P=

BECKER=DALIES CO=

BN=

CONGRATULATIONS ON YOUR SEVENTY FIVE ANNIVERSARY. WILL TRY
TO ATTEND YOUR DIAMOND JUBILEE WEATHER PERMITTING.
S O AUSTIN BRANCH MANAGER THE NATIONAL CASH REGISTER
COMPANY=

(2350)

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WILLIAM C. SCHAAB

RODEY, DICKASON, SLOAN, AKIN & ROBB, P.A.
COUNSELORS AND ATTORNEYS AT LAW

AREA CODE 505
TELEPHONE 765-5900

20 FIRST PLAZA, SUITE 700
POST OFFICE BOX 1888
ALBUQUERQUE, NEW MEXICO 87103

GILBERT ULIVARRI, VICE PRESIDENT
FIDEL J. SANCHEZ, SEC-TREAS.

R-DALIES COMPANY

INCORPORATED

"Entire Family since 1877"

N, NEW MEXICO 87002

1-7-77

Mr. W. C. Schaab
Attorney at Law
P.O. Box 1888
Albuquerque, N.M.

Dear Sir: -

I have just finished the rough draft of
the meeting of the stockholders held in our company
office at 10:00 A.M. on 1-5-77.

They are enclosed for your review and
correction. I am mixed up on Annex + maybe
other things. In one case I copied the entire Sales
agreement with George Gabaldon.

Please make any corrections that you
find necessary and return them to me
so that I may type + put in our permanent
records. I want to make certain that these
minutes cover the laws that we are required
to meet.

I thank you for your assistance
Yours very truly,

P.S. Also enclosed is a copy of our
2-19-67 Annual Stockholders minutes

Austin D. Lovett, Pres
Becker-Dalies Co.

The Journal of the

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THE H.D. LEE COMPANY

INCORPORATED

ESTABLISHED 1889

UNION MADE

CLOTHING MANUFACTURERS

KANSAS CITY 10, MO.

February 12, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

We are in receipt of your invitation to your Diamond Jubilee and also the circular of the brief history of your fine company.

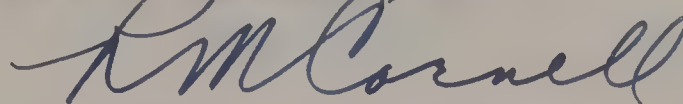
You are to be congratulated for the fine service that you have rendered your community for these good many years and from all indications this is only a start to many more successful years of operation.

We are in hopes that the small contribution that we made in offering a few bargain garments helped you in your Diamond Jubilee Sale.

With best wishes, we remain

Yours very truly,

THE H. D. LEE COMPANY, INC.



R. M. Cornell
Sales Manager.

RMC:hb



KANSAS CITY, MO.



SOUTH BEND, IND.



MINNEAPOLIS, MINN.



SAN FRANCISCO, CAL.



TRENTON, N.J.



NORTHROP, KING & CO.

Seedsman since 1884

P. O. BOX 6036, CAPITOL STATION

PHONE 2-3491

PHOENIX, ARIZONA

AIR MAIL

The Becker-Dalies Company February 12, 1953
Belen
New Mexico

NORTHROP, KING & CO. WARRANTS TO THE EXTENT OF THE PURCHASE PRICE
THAT SEEDS SOLD ARE AS DESCRIBED ON THE CONTAINER WITHIN RECOGNIZED TOLERANCES.
SELLER GIVES NO OTHER OR FURTHER WARRANTY, EXPRESSED OR IMPLIED.

We extend a hearty handshake to you on your 75th Anniversary. With that handshake being across many miles of land, we feel happy and proud to be associated with you in the seed business as one of your suppliers.

In this modern day of rush it is a rare occasion to find a business with a firmly deep-rooted background such as yours. Our only deep regret is that we couldn't be with you celebrating your "Diamond Jubilee" Open House.

Again, our congratulations, the Lord letting all of us live, we hope you can be a part of Northrup King's Diamond Jubilee in 1959.

NORTHROP, KING & CO.

A. S. Evans
Assistant Manager

MC 8492



NORTHROP, KING & CO.

Seaford, Delaware 1997

PHONE 234-1111

PHOENIX, ARIZONA

AIR MAIL

February 12, 1953

The President - United States

Washington

New Mexico

NORTHROP, KING & CO. WARRANTS TO THE EXTENT OF THE PURCHASE PRICE
THAT BEER SOLD ARE AS DESCRIBED ON THE CONTAINER WITHIN RECOGNIZED TOLERANCES.
SELLER GIVES NO OTHER OR FURTHER WARRANTY, EXPRESSED OR IMPLIED.

We extend a hearty handshake to you on your 75th
Anniversary. With that handshake, we feel happy and proud to be associated
with you in the new business of your company.

In this modern day of rush it is a rare occasion to
find a business with a firmly deep-rooted background
such as yours. Our only deep regret is that we couldn't
be with you celebrating your "Diamond Jubilee" Open
House.

Again, our congratulations, the Lord letting all of us
live, we hope you can be a part of Northrup King's
75th Jubilee in 1953.

NORTHROP, KING & CO.

A. S. Evans
Assistant Manager

MC

THE ISBELL-KENT-OAKES DRY GOODS CO.

1800 LAWRENCE STREET WHOLESALEERS TELEPHONE 623-0131
SINCE 1917

DENVER, COLORADO 80201

February 23, 1967

Mr. Austin Lovett
Becker-Dalies Co.
Belin, New Mexico

Dear Mr. Lovett:

Under separate cover, we are sending, courtesy of George Beals, Joe Brooks and I-K-O, a Bates "George Washington" bedspread to be used in the forthcoming 90th Anniversary Celebration of the Becker-Dalies Company.

We are delighted to participate in this event. Certainly, you and your personnel are to be proud of having reached such a milestone. Our association for many years has been pleasant and one which we at I-K-O are proud of.

Don and all the crew here at I-K-O join me in wishing you a very Happy 90th Birthday Celebration.

Sincerely,

Harry S. Richardson
Harry S. Richardson
Vice President

HSR/vp

cc: George Beals

Joe Brooks

P.S. I have just mailed George a list of specials which I feel you will find worthwhile.



THE HISTORY OF THE CITY OF NEW YORK

FROM THE FIRST SETTLEMENT
TO THE PRESENT TIME

BY
JOHN B. HENRY

VOLUME I.
FROM THE FIRST SETTLEMENT
TO THE YEAR 1664

NEW YORK:
PUBLISHED BY
J. B. HENRY, 10 NASSAU ST.

1854

NEW YORK

THE WM. FARR COMPANY

WHOLESALE AND RETAIL DEALERS IN

All Kinds of Fresh and Salt Meats
Sausages and Specialties

217 SOUTH SECOND STREET
P. O. BOX 534

ALBUQUERQUE, NEW MEXICO Jan 25th, 29/.

HERE'S ONE FOR THE SCRAP BOOK.

Friedn Paul;-

Jack, Abbie, Bernard and the whole gang are surely
interested to know what you done with her after Christmas.

Yours

Taken from Wiz Bang.

Then the Fun Begins

(Want ad in the Belen (N. M.) News)

Wanted—A sales girl; must be respectable till after Christmas.

* * *

The John Becker Company.

INCORPORATED

JOHN BECKER, PRES.
PAUL B. DALIES, VICE PRES.
JOHN BECKER, JR., SECY & TREAS.

JOBBERS AND RETAILERS

General Merchandise.

MAKERS OF DIAMOND "B" BELEN PATENT AND XXXX FLOUR

Belen, New Mexico

September, 1927.

Dear Patron and Friend:

It pleases us to announce that we are this month observing our 50th YEAR of successful business, our success being largely due to the support of the many good friends and patrons whom we have had the pleasure of serving throughout these many years.

The President of our firm, Mr. John Becker, in 1877 took over the business from his employers whom he had served about four years, establishing a business which has prospered under his competent and conservative management. In 1903, in order to share his business with several employees who had added very materially to his success, Mr. Becker incorporated the business with Mr. Paul B. Dalies as Vice-President, and Mr. Charles Reinken, Secretary-Treasurer. Messrs. J. H. Becker, Jr., and L. C. Becker were added to the Board of Directors in 1907. In 1913, Mr. Charles Reinken moved to Plainview, Texas, where he is now enjoying a growing and prosperous business, and Mr. J. H. Becker, Jr., was elected Secretary-Treasurer. Mr. P. P. Simmons, who has been associated with us since 1899, now our capable manager of the lumber, fuel, feed and milling departments, was added to the directorate in 1914. Mr. Ben C. Becker, who joined us after the war, was elected as a director in 1921; and more recently, Messrs. Elmer Enderstein, who came to us in 1911, and Carl Halama, who joined us in 1918, were added to the directorate.

We mention also Mr. Frank Fischer, who has efficiently handled our bookkeeping department for the past twenty years. Lack of space does not permit personal mention of numerous of our past and present employees who have been with us for shorter periods, and to whom we feel greatly indebted for their efficient service and loyal co-operation.

Mr. John Becker, Sr., having applied himself unceasingly and ardently for forty-five years, from the time he traveled as a pioneer seeking his fortune in the isolated West from Kit Carson, Colorado, in a covered wagon with freighters, speaking a language unknown to him and enduring many hardships, until the time he saw the business develop into a large successful enterprise in the hands of his trusted associates, retired from active participation in the business in order to better handle his personal affairs. Mr. Paul B. Dalies, Vice-President, is now the oldest active member of the firm, having been with us for thirty-nine years; and to his good business ability and conservative policies the business is greatly indebted. Mr. Dalies and Mr. John H. Becker, Jr., Secretary-Treasurer, are actively supervising the general affairs of the Company.

The business was first carried on in a small adobe building, to which was added from time to time, and in 1917 the present spacious DEPARTMENT STORE building was erected; the attractiveness of its interior and completeness of its stock of merchandise being a surprise to visitors and a pleasure and convenience to our patrons. Our FLOUR MILL, one of the largest in the State, built in 1884, has for these many years served to furnish a ready cash market for the principal crop of the Valley.

The splendid growth of the business is evidence that The John Becker Company has served the needs of the Valley efficiently and satisfactorily for the past 50 years, and on this GOLDEN ANNIVERSARY we take occasion to express our sincere gratitude to every one who has contributed to the success of our business. And it is our hope that we may continue to merit and enjoy for another FIFTY YEARS the GOOD WILL of the public, which we so highly prize. It will also be our endeavor to contribute in a greater measure to the up-building and welfare of our community and its people.

Sincerely,

THE JOHN BECKER COMPANY.





THE BECKER-DALLES COMPANY

INCORPORATED

"Serving the Entire Family since 1877"

BELEN, NEW MEXICO

April 6, 1967

AUSTIN D. LOVETT, PRESIDENT

L. C. BECKER, VICE-PRESIDENT

J. L. CARNAHAN, SEC'Y-TREAS.

Alice of California
4Th street
California

Dear Sir:

We are happy to ^{announce} ~~state~~ that our 90th Anniversary celebration was highly successful.

During this event we held a 90th Anniversary Sale and announced a surprise extra special every 90 minutes during our four day sale. We alternated from our Hardware, Furniture, Menswear, Shoes, Dry goods and Ready-to-Wear departments with various sale specials.

We wish to sincerely thank you for your donation of a dress which we used in ^{one of} our daily drawings ~~which was~~ held each afternoon at 4:00 P. M. } during our 90th Anniversary celebration.

Yours Very Truly,

Austin D. Lovett
Manager



VICTOR W. KRAUSE CHAIRMAN OF BOARD
ADOLPH K. KRAUSE PRESIDENT
RICHARD H. KRAUSE VICE-PRESIDENT
GORDON C. KRAUSE TREASURER
JAMES G. MUIR SECRETARY

WOLVERINE

SHOE AND TANNING CORPORATION

TELEPHONE 2421 • ROCKFORD, MICHIGAN

February 11, 1953

The Becker-Dalies Company
Belen, New Mexico

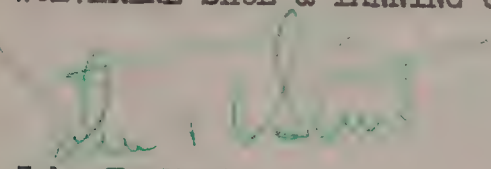
Congratulations, Gentlemen, on the celebration of your Diamond Jubilee Year.

It was a real thrill and pleasure to read the letter which you sent out. I have no doubt that all of your customers and suppliers enjoy the heartfelt satisfaction in this brief outline of the history of an American business operated in an American way.

Since this is the fiftieth year since the Wolverine organization began its shoe manufacture in Rockford, may we express the hope that when we witness our Diamond Jubilee - you will be enjoying a colossal Centennial year.

Sincerely,

WOLVERINE SHOE & TANNING CORP.,


John T. Hart
Advertising Manager
rg

THE BECKER-DALIES COMPANY

"Serving the Entire Family since 1877"

BELEN, NEW MEXICO 87002

AUSTIN D. LOVETT, PRESIDENT

L. C. BECKER, VICE-PRESIDENT

J. L. CARNAHAN, SEC'Y-TREAS.

OUR 90th ANNIVERSARY - 1877 - 1967

Dear Patron and Friend:

It is with great pleasure that we announce our Ninetieth year of successful business in Belen. Our success for ninety years has been only possible by the support and patronage of our many local customers and suppliers.

In 1877 Mr. John Becker purchased the business which he and two partners had established four years earlier. Mr. John Becker incorporated the store in 1903, and called it The John Becker Company, with several faithful employees as officers. Mr. Paul B. Dalies was made Vice-President, Mr. Charles Reinken Secretary-Treasurer, and Mr. John Becker, President, who served in this office until his death in 1932. The name of the Corporation was changed to The Becker-Dalies Company in 1928 to honor Mr. Paul B. Dalies.

Mr. John Becker and his associates have helped the community grow from a crossroad in 1877 to a thriving city. In 1905, the President of the Santa Fe Railroad accepted the offer of Mr. John Becker to donate the land on which the local Santa Fe yards are presently located and Santa Fe Railroad built the Main Line through Belen. Mr. Paul B. Dalies was commissioned by the President of the Santa Fe Railroad to proceed with negotiations to obtain the necessary land for the main line.

A number of the employees made the company their lifes work and others served as faithful employees for many years. To name a few, Mr. Paul B. Dalies, Mr. John H. Becker, Mr. Ben C. Becker, Mr. Paul P. Simmons, Mr. Frank G. Fischer, Mr. Charles Reinken, Mr. Elmer Enderstein, Mr. Carl Halama, Mrs. Faye Le Brun, Mrs. Blanche Gruhn, Mr. Robert Beidelman, Mr. Roy Culver, and Mr. W. P. Beach.

Our present officers are Mr. Austin D. Lovett, President and General Manager, Mr. L. C. Becker, Vice-President, Mrs. Julia Carnahan, Secretary-Treasurer, and directors are, Mr. Gilbert Ulivarri, Mr. Fidel J. Sanchez, Mrs. Marion Herlihy, Mr. Ben C. Becker and Mr. William O. Nelson.

We wish to take this opportunity to thank you for having given us the privilege of serving you. With the celebration of our Ninetieth Anniversary may we use this occasion to pledge our full cooperation to our patrons and to our community for many more years.

Sincerely,
The Becker-Dalies Company

THE BECKER-DALIES COMPANY

"Serving the Entire Family since 1877"

BELEN, NEW MEXICO 87002

AUSTIN D. LOVETT, PRESIDENT

L. C. BECKER, VICE-PRESIDENT

J. L. CARNAHAN, SEC'Y-TREAS.

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We wish to take this opportunity to thank you for having given us the privilege of serving you. With the celebration of our Ninetieth Anniversary may we use this occasion to pledge our full cooperation to our patrons and to our community for many more years.

Sincerely,
The Becker-Dalies Company



The **NOCONA** *Boot Company Inc.* ENID JUSTIN, President . . . NOCONA, TEXAS
The Better Boot

February 13, 1953

Becker-Dalies Company
Belen, New Mexico

Gentlemen:

First, Congratulations!

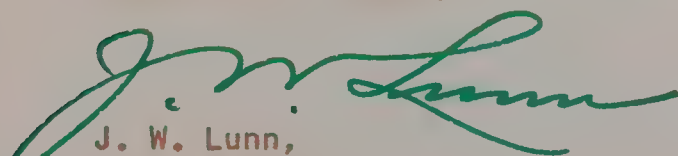
There are few concerns of your type that have the history that your store has, and it is considered a privilege by the Nocona Boot Company to have served a distinguished firm such as yours. Any small part that we may have had in the outstanding success of your firm is something that we are proud to acknowledge.

We trust that there will be another 75 prosperous years for the Becker-Dalies Company, and we, also, trust that the Nocona Boot Company may continue to have a small part in this success.

With best wishes, we remain

Very truly yours,

NOCONA BOOT COMPANY


J. W. Lunn,
Sales Manager

JWL:rh

The LAMAR FLOUR MILLS Co.



QUOTATIONS SUBJECT TO OUR CONFIRMATION

RALPH S. BAIRD, MANAGER

LAMAR, COLORADO

February 6, 1953

Mr. Austin D. Lovett, General Manager,
Becker-Dalies Company,
Belen, New Mexico

Dear Mr. Lovett:

We appreciate very much your kind invitation to be present with you Tuesday Evening the 10th of February from 7:00 to 9:00 P.M. to assist in the celebration of the "Diamond Jubilee" seventy-fifth anniversary of the Becker-Dalies Company. Seventy Five years surely is a long time in which to faithfully serve the public in one location. We have been quite interested in the letter which accompanies the invitation, outlining the early accomplishments of the firm, and especially are we interested in the fact that Mr. John Becker donated all the land needed for the railroad yards of the Santa Fe to build their cut-off line through Belen. That one feature surely will be a living monument to the Becker interests and demonstrates without question the optimism which our pioneers possessed in those early days of uncertainties, the like of which we and the present generation probably have never experienced, nor will we ever experience.

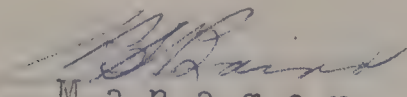
The Becker-Dalies Company has been a faithful customer of our "Diamond M" Flour for a good part of the seventy-five years and we shall always cherish the most friendly relationship which has existed between your firm and our firm for so long a period of time.

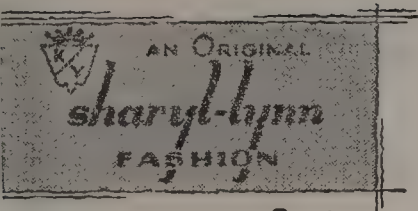
The writer has just returned, as you know, from a trip over our trade territory, and we regret exceedingly that this anniversary might not have taken place when we were near Belen, so that we could have shared with you the celebration of your "Diamond Jubilee" Anniversary. Not being able to be present personally, we wanted to wish you every success in the years to come. We know that your patrons and suppliers who can be with you on February 10th are going to enjoy the occasion very much. The writer regrets most sincerely that it will not be possible to enjoy this good fellowship with you.

Page #2

Very truly yours,
THE LAMAR FLOUR MILLS CO.

RSB-cb


M a n a g e r



DISTRIBUTORS • WHOLESALERS • LADIES' READY TO WEAR

DRESSES

COATS

SUITS

SPORTSWEAR

Krug-Young Inc.

1720 ARAPAHOE ST. • PHONE AC 6-4711 • DENVER, COLORADO

February 16, 1953

The Becker-Dalies Company
Belen
New Mexico

Dear Mr. Friedman

Throughout the terrific rush of our Denver Market Week and the Salt Lake City Market Week which I had to attend, your announcement of your 75th Anniversary was inadvertently put with a stack of incoming mail which did not receive attention until my return from Salt Lake City. I am certainly sorry that this did not come to my attention in time to help you celebrate this very important event with a bouquet of flowers or at least a telegram of congratulations. Anyone who has weathered the ups and downs of that many years surely is in line for more than hearty congratulations. That, you know, we do want to wish you at this time.

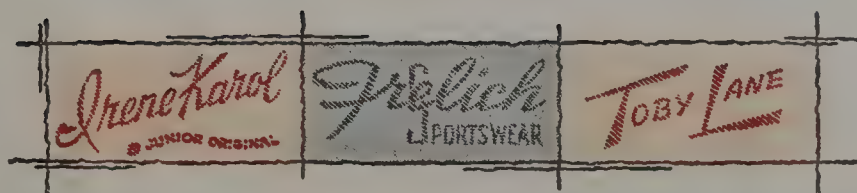
Sincerely

KRUG-YOUNG INC.

Pauleen Krug
Pauleen Krug

PK:HCT

FACTORY REPRESENTATIVE



LADIES' ACCESSORIES

LADIES' & MEN'S
HANDKERCHIEFS

NOVELTY SCARFS &
SQUARES

NECKWEAR
RUFFLINGS

LACES
EMBROIDERIES

RIBBONS
TRIMMINGS

HIRSCHBERG · SCHUTZ & CO · INC ·

268-276 PARK AVENUE SOUTH
NEW YORK, N. Y. 10010
TELEPHONES GRAMERCY 7-8055-6-7-8-9



CHICAGO OFFICE:
222 WEST ADAMS STREET
ADAMS-FRANKLIN BUILDING
ROOM 514
SAN FRANCISCO OFFICE:
WESTERN MDSE. MART BLDG.
MARKET AND 10TH STREETS

March 14, 1967

The Becker-Dalies Co., Inc.
Belen, New Mexico 87002

Gentlemen:

Thank you for your letter telling us of your 90th Anniversary.

We want to add our sincere congratulations to your entire staff on this happy occasion.

We wish you continued success and prosperity.

Very truly yours,

HIRSCHBERG, SCHUTZ & CO., INC.

A handwritten signature in blue ink that reads 'Robert Hirschberg'. The signature is fluid and cursive, with a long horizontal stroke at the end.

ROBERT HIRSCHBERG, President

RH:MF
Cowan

LADIES' ACCESSORIES

LADIES' & MEN'S
HANDKERCHIEFS

NOVELTY SCARFS &
SQUARES

NECKWEAR
RUFFLINGS

LACES
EMBROIDERIES

RIBBONS
TRIMMINGS

MERIT CLOTHING COMPANY

INCORPORATED



ADDRESS ALL CORRESPONDENCE TO
GENERAL OFFICES AND FACTORIES
MAYFIELD, KENTUCKY

TELEPHONE: 247-3510
AREA CODE 502

SALES OFFICE:
SPERRY-RAND BUILDING
1290 AVENUE OF THE AMERICAS
NEW YORK, N. Y.

March 15, 1967

"The Greatest Clothing Value in America Today"

The Becker-Dalies Company
Belen, New Mexico 87002

Gentlemen:

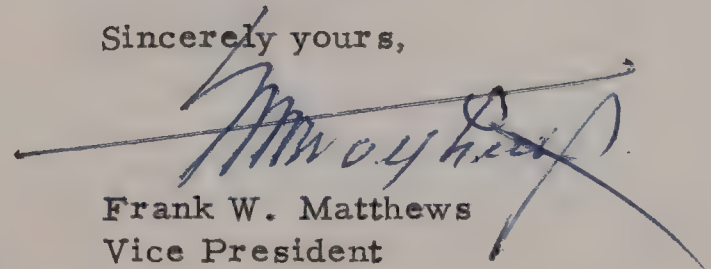
It was thoughtful of you to include us in the list to receive a copy of your "90th Anniversary Letter". We have read it with much interest.

The success that has been yours to enjoy through these years, and your steady growth, represent a great deal of foresight, courage, hard work and business acumen.

We congratulate you upon reaching this milestone in an illustrious business venture. From the days of the South-Western pioneer to the present modern and fast growing New Mexico, you have served your area well, and it is good indeed that you can now look back over the years with so much justifiable pride.

Again, our hearty congratulations, and, of course, our most sincere good wishes for continued success.

Sincerely yours,



Frank W. Matthews
Vice President

FWM/lc



WILLIAM P. SWEENEY, President
ROBERT D. ELLETT, Exec. Vice-Pres.
W. M. HOLLAND, Vice-President
WILLIAM W. SWEENEY, Vice-President
F. G. DAVIDSON, JR., Secy., & Treas.
G. E. P. KENT, Asst. Secy.-Treas.



Address all correspondence to
MAIN OFFICE & FACTORY
P. O. BOX 839
LYNCHBURG, VA. 24505

DUTI-DUDS, Inc.

Manufacturers

WOMEN'S UNIFORMS & SMOCKS

March 13, 1967

The Becker-Dalies Company
Box 564
Belen, New Mexico 87002

Gentlemen:

We are very delighted to offer our congratulations on your 90th Anniversary. The success of your store over this period of time is most commendable.

Since our Company has been in business only a third as long, we look forward to the opportunity of serving your uniform needs for many years to come. At the present time, the fastest selling uniforms are those styles made in jersey knit fabric of 60% Dacron and 40% Nylon.

We hope that you can select some of these styles from our catalogue, so that we might have the opportunity to continue furnishing good values to your loyal customers.

Very truly yours,

DUTI-DUDS, INC.

R.D. Ellett
R.D. ELLETT

RDE/mb

298 Freight allowance

Smockette[®]
FOR EVERYWEAR

IN BETTER STORES EVERYWHERE

CLINIC[®]
UNIFORMS
FAMOUS FOR FIT

NEW YORK SHOWROOM
1350 BROADWAY



PACKERS AND PROVISIONERS

P. O. BOX NO. 1905
OKLAHOMA CITY 1, OKLA.

February 6, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

Congratulations on your 75th Anniversary, and Diamond Jubilee Celebration.

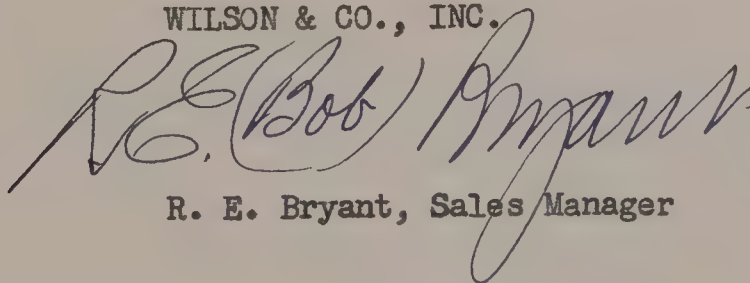
The writer received your Invitation to Open House in commemoration of this event with a great deal of pleasure and not a little nostalgia, having attended your Golden Anniversary. The names mentioned in your letter brought back fond memories, and in fact, made me just a little homesick!

Regret, therefore, that I will not be able to attend; one of our Representatives will be present, and I will be there in spirit.

May you have many, many more Anniversaries.

Sincerely yours,

WILSON & CO., INC.



R. E. Bryant, Sales Manager

REB:rt

The Wilson label protects your table



Texas Hats Shade The Nation

TEXAS HARVEST HAT COMPANY

DIRECT IMPORTERS AND MANUFACTURERS

LAREDO, TEXAS

February 7, 1953

The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

Thank you kindly for the interesting letter outlining your firm's organization and growth, and announcing your Diamond Jubilee Celebration.

If we have had any share at all in the success you people have enjoyed the pleasure has been all ours. We sincerely hope that your firm and its owners will enjoy good business and good health through another 75 year period.

Very truly yours,


TEXAS HARVEST HAT COMPANY

CDS:1
c/c Gier

MOMSEN DUNNEGAN RYAN COMPANY

DIVISION OF FRANKLIN INDUSTRIES, INC.

WHOLESALE - EXPORTERS

P. O. BOX 20240

EL PASO, TEXAS 79998

April 25, 1967

Mr. Austin D. Lovett
President & Gen'l. Manager
The Becker-Dalies Company
Belen, New Mexico

Dear Mr. Lovett:

I was delighted to have your letter of
April 7th and to hear that your 90th Anni-
versary celebration was highly successful.

We were happy to have had a part in this
event, and we wish for you and your fine
people many long years of successful mer-
chandising in the City of Belen.

Sincerely,


Henry McDonnell
President

HMcD:ag

NUMBER OF INVOICES

DATE OF ORDER
SALESMAN

ZORK HARDWARE C

WHOLESALE

1414 12TH ST.

ALBUQUERQUE

M omsen
D unnegan
R yan
Co.

DIVISION OF FRANKLIN INDUSTRIES, INC.

BOX 20240

El Paso, Texas

Phone: 533-1621

CALL E. C. SMITH
1028 Indiana, S. E.
Albuquerque, N. M.

Res. Phone: 256-6938

90th Anniversary
Door Prizes

1. 5pb/kfst set - M D R ✓
2. Geo Washington Bed Spread 1 K D ✓
3. Brand - Puritz - Spring Coat ✓
4. Colonial Frocks - Ladies Dress
5. Zork Hdwr
 - a. Zip case ~~for~~ fishing Rod ✓
 - b. Ekco Kitchen Tool Set
 - c. T V Tray Set
6. Chas Delfeld Co
 - a - Electric B + D Jig Saw Set ✓
 - b - Teflon Electric Fry Pan
 - c. Stainless Steel Elec Coffee Percolator
7. Jane Colby
(4) stops to Letter to Mrs Benjes
1267A - E Maryland
Phoenix 14
Arizona
Alice of California - ✓
Hress

MOMSEN DUNNEGAN RYAN COMPANY

DIVISION OF FRANKLIN INDUSTRIES, INC.

WHOLESALEERS - EXPORTERS

P. O. BOX 20240

EL PASO, TEXAS 79998

March 10, 1967

Mr. Austin D. Lovett, President
The Becker-Dalies Company
Belen, New Mexico 87002

Dear Mr. Lovett:

We have just received in today's mail your announcement letter telling your customers and friends that 1967 is the 90th Anniversary of the Becker-Dalies Company. Your firm has ours beat by several years since Gus Momsen first organized this Company in 1882.

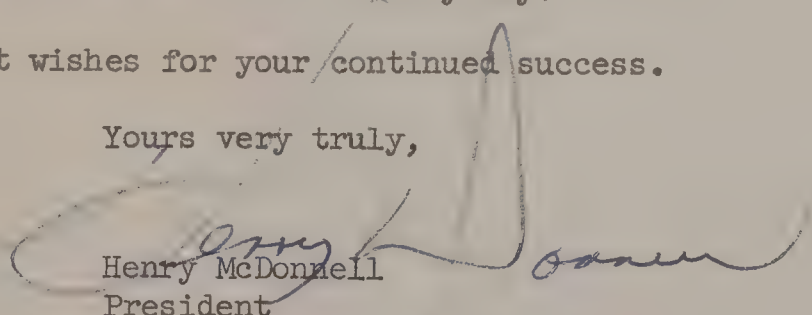
During all of the intervening years Becker-Dalies has been a valued and respected account on the books of Momsen Dunnegan Ryan Company.

We are proud of our long association together, and we hope we can continue to be an important supplier to your fine Company for the next 90 years.

Should you be planning any special celebration during this year we would certainly like to have a part in it and hope you will call upon us if we can assist in any way.

Warm regards and best wishes for your continued success.

Yours very truly,


Henry McDonnell
President

HMcD:ag

*Have 25.00 credit on
5 pc Bkfst Set*



Abraham

COLONIAL Frocks, inc.

AURORA • ILLINOIS 60507

AREA CODE: 312
892-4236

WORN WITH PRIDE SINCE NINETEEN 'FIVE

February 27, 1967

Mr. Austin D. Lovett, President
The Becker-Dalies Company
Belen, New Mexico 87002

Dear Mr. Lovett:

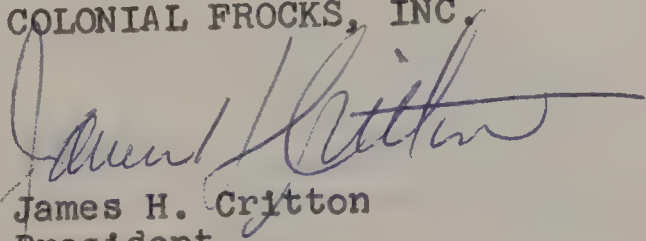
We certainly do wish to assist in the celebration of your 90th Anniversary and are enclosing one of our dresses for you to use as a door prize.

Good heavens, 90 years is a long time to be in business! With 62 years under our belts we thought we were old-timers, but you make kids out of us.

Congratulations on such a long and distinguished history, and we hope you will have many more anniversaries.

Sincerely,

COLONIAL FROCKS, INC.


James H. Critton
President

JHC:ff

Enclosure

NEW YORK SHOWROOM: 1350 BROADWAY



J. A. Folger & Co.

Folger's Coffee
Mountain Grown



P.O. Box 456

Kansas City 10, Mo.

February 17, 1953

Becker-Dalies Company
Belen,
New Mexico

Gentlemen:

It was a real pleasure to learn of your Diamond Jubilee celebration this month. May we add our hearty congratulations to everyone in your entire organization for this truly remarkable record of service to a community?

When you come right down to it, seventy-five years of continuous merchandising is a long time. Only through offering a definite service which the folks of your community appreciate and good sound business practices could such a record have been established. The growth of your business over the years is testimony to the community's service you have rendered and from our own experience in dealing with you for a good long while we can appreciate the sound business policies which have governed your operation.

Everyone in the Folger organization extend sincere best wishes for you in the future. We are looking forward to many more years of pleasant business relationship with you and, of course, Mr. H. J. Tipton will be on hand personally to service your needs. He too is most appreciative of the splendid cooperation you have given him and both he and we hope you will call on us whenever we can work with you in any way.

Cordially yours,

J. A. Folger

HR:nn

A. J. Zinth
320 State Street
Ripon, Wisconsin

Ripon Wis 2/17/53

The Becker-Dalies Co.,
Belen N. Mex.,
Gentlemen;

Thank you for your invitation to your Diamond Anniversary.

With our republican administration business and things in general should be better.

I wish you many more successful years.

Sincerely Yours

A. J. Zinth
Ripon Wis

HORTEX

MANUFACTURING CO., INC.

MAKERS OF *Billy the Kid* WESTERN MADE BOYSWEAR

• P.O. BOX 62 • 209-219 SOUTH OREGON STREET • EL PASO, TEXAS •

The Becker-Dalies Company
Belen,
New Mexico

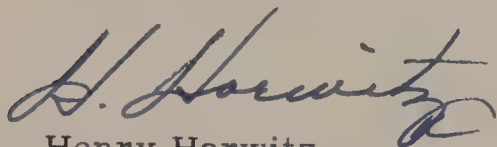
Gentlemen:

We just received your announcement of your Diamond Jubilee, and we sincerely congratulate you on this wonderful achievement.

We hope that our relationship will continue in the future, as it has in the past, and if, at any time, we can be of service, please do not hesitate to call on us.

Very truly yours,

HORTEX MANUFACTURING CO., INC.



Henry Horwitz
Executive Vice President

HH/rd
February 5, 1953

NEW YORK OFFICE
1407 Broadway
NEW YORK 17

LOS ANGELES OFFICE
824 S. Los Angeles St.
LOS ANGELES 14

COMPANY
LTD.
TARIO

S. H. CAMP AND COMPANY

JACKSON, MICHIGAN

World's Largest Manufacturer of Anatomical Supports

CAMP

February 13, 1953

The Becker-Dalies Company
Post Office Box 335
Belen, New Mexico

Gentlemen:

Thank you for the invitation to your "Diamond Jubilee" open house, Tuesday evening, February 10th, which we were sorry to have missed.

We have enjoyed our association with you in the past, and are looking forward to continued pleasant relations.

Very sincerely yours,

S. H. CAMP AND COMPANY

C. E. Vesalis

C. E. Vesalis
Sales Manager

CEY:ejk
cc:KTR

ADDRESS ALL COMMUNICATIONS TO THE MAIN OFFICE AND FACTORY • JACKSON, MICHIGAN—AND TO THE COMPANY—NOT TO INDIVIDUALS

S. H. CAMP & COMPANY LTD.
19, HANOVER SQUARE
LONDON, ENGLAND

SALESROOMS
NEW YORK, 200 MADISON AVE.
CHICAGO, MERCHANDISE MART

S. H. CAMP & COMPANY
OF CANADA, LTD.
WINDSOR, ONTARIO

BRAND *and* PURITZ

313-323 WEST EIGHTH STREET
KANSAS CITY 6, MISSOURI

February 9, 1953

Becker-Dalies Company
Belen, New Mexico

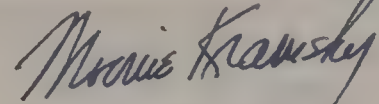
Attn: Mr. L. C. Becker, President
Mr. P. B. Dalies, Vice President

Gentlemen:

We were most pleased to receive your kind invitation to your Diamond Jubilee open house. Being an organization ourselves long established in our own community, we are genuinely pleased to have our name associated with stores such as yours. Mr. Brand, Mr. Puritz and our entire organization extend to you our very best for your continued longevity and success.

Sincerely yours,

BRAND AND PURITZ



Moonie Kramsky

MK:is

MANUFACTURERS OF MARY LANE COATS AND SUITS





BRAND *and* PURITZ

PHONE HARRISON 1-7053 ★ 313-23 W. 8TH ST.

Kansas City, Mo. 64105

March 3, 1967

Becker Dalies
Belen, New Mexico

Attn: Mr. Austin Lovett

Dear Mr. Lovett:

A note from Mr. Jurgensen today advises that he called on you recently and learned that you are celebrating your 90th Anniversary on March 15th.

We are today mailing to your attention a garment to be used as a door prize in this event. We certainly want to add our congratulations to those of Mr. Jurgensen in congratulating you on your long record in business. This is a long time and certainly speaks well for a firm such as yours. Our very best for the future and we look forward to working with you.

Very truly yours,

BRAND AND PURITZ


A. J. Ford

AJF:bjm
cc: Jurgensen

Becker Mercantile Company

(INCORPORATED)

General Merchandise

"WE SELL MOST EVERYTHING YOU NEED."

Address all Correspondence to the Firm

Springerville, Arizona

February 5, 1953

Mr. A. D. Lovett, Secretary Treasurer
Becker Dalies Company
Belen, New Mexico

I appreciate very much the fact that you have remembered me with the invitation to the Open House on February 10th.

Belen, and New Mexico, as a whole, have been greatly enriched because of Becker Dalies Company.

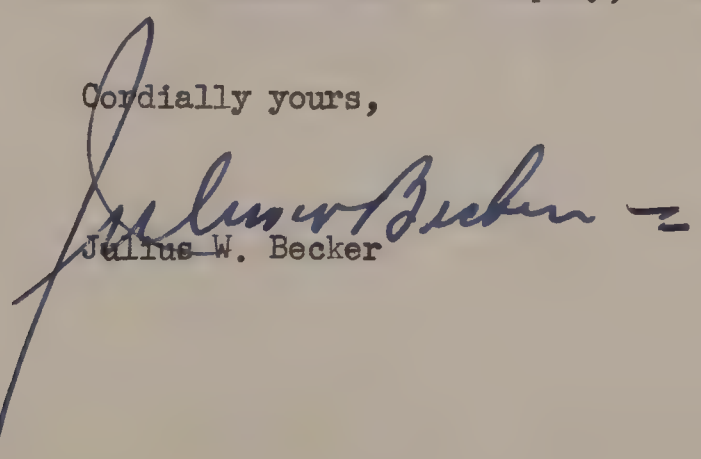
Your firm has been an asset to the entire State, and, in fact, indirectly, without the State.

Belen would not be the city that it is today, if it had not been for Becker Dalies Company, as a foundation towards that end.

While it is impossible for me to attend your Open House, I do wish to congratulate all the officers and stockholders, and I wish you would convey my kindest regards to them.

With every kind wish, in every way, for a successful get together with all the friends of Becker Dalies Company, I beg to remain

Cordially yours,


Julius W. Becker

JWB:ba

Carmen's

FURNITURE AND GLASS DECORATED

ANTIQUES

3214 Rio Grande Blvd.

~~XXXXXXXXXXXXXXXXXXXX~~

February 9th, 1953

Beckers Store
Belen, New Mexico

Attention Mr. Lovett
Manager

Dear Mr. Lovett:

I am preparing a paper for the " Old Albuquerque
Historical Society ", on the History of " Bath Tubs".

I have quite a bit of information but very little
as to their entry into New Mexico. I do not know whether
you handle the sale of same but if you do, could you
give me some information as when you started to handle
same.

If you are too busy to take care of such will you
kindly relay the task to some else. Thank you very much.

Sincerely,

Carmen Espinosa
Carmen Espinosa

PEYTON PACKING COMPANY

EL PASO, TEXAS,

February 9, 1953

Becker-Dalies Company
Belen, New Mexico

Gentlemen:

We appreciate very much your invitation to attend your Diamond Jubilee Open House and we will advise our representative Mr. H. D. Shrout, and am sure that if his health permits he will attend your Open House Tuesday evening.

We appreciate very much the opportunity of doing business with you through the years and wish for you many years of continued prosperity.

Yours very truly,

PEYTON PACKING COMPANY

R. B. Thurston

R. B. Thurston *R.*
Sales Manager

RBT:R

SHWAYDER
BROTHERS
Incorporated

4270 HIGH STREET (ECORSE STATION) DETROIT 29, MICHIGAN • PHONE DUnkirk 2-1000

Samson
FOLDING FURNITURE DIVISION

February 24, 1953

Becker-Dalies Co.
P.O. Box 335
Belen, New Mexico

Gentlemen:

Please accept our belated best wishes and our regrets for being unable to have a representative in attendance on the occasion of your Open House celebrating your 75th Anniversary. This is certainly an occasion to be proud of and we are certain that your Open House was a huge success.

Best wishes for many, many more years of success.

Very truly yours,

SHWAYDER BROTHERS, INC.



R.J. Belisle
Customer Relations Manager

vp

Bluhill Foods, Inc. 711 SO. BROADWAY, DENVER, COLORADO

PEARL 2491

DENOTES QUALITY

MANUFACTURERS * INDIAN GRILL DRESSING
OF FINER * BLUHILL CANDIES
FOOD PRODUCTS * BLUHILL CHEESE

February 10, 1953

AIR MAIL
The Becker-Dalies Company
Belen, New Mexico

Gentlemen:

We acknowledge with appreciation the invitation received last week to attend your Open House celebrating your Diamond Jubilee, Tuesday evening, the 10th of February.

It will not be possible for any of us from Denver to be in New Mexico at that time, and it just so happens that our New Mexico representative, Mr. Harold E. Sorenson is, at this time, in Texas and will not be able to attend.

We do, however, wish to extend to you our congratulations on being one of the few firms, even over quite a large trade area, that have been in business continuously for 75 years. And, we extend our best wishes for your continued progress and success.

In passing, we do want to mention that your company has been on our books for a long time, and that this business relationship is most sincerely appreciated.

Thank you for sending us the invitation and the printed resume of your firms history. We are sending this on to our Mr. Harold Sorenson who will be seeing you again before too long.

Yours very truly,

BLUHILL FOODS, INC.

By A. J. Vawter
A. J. Vawter

AJV:sam
cc: HES
MB

Fine Foods for Sixty Years



SANTA FE BUILDERS SUPPLY CO.

1803 NORTH SIXTH STREET

(P. O. BOX 1357)

ALBUQUERQUE, NEW MEXICO

February 11, 1953

The Becker-Dalies Co.
Belen
New Mexico

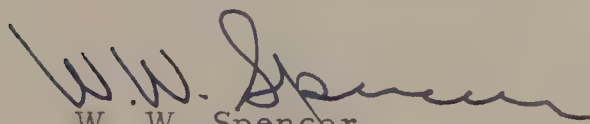
Gentlemen:

It was a pleasure to attend your Diamond Jubilee Open House last evening and we wish to thank you for the invitation.

May we again offer our congratulations and express our appreciation for having participated even in a small way.

Sincerely,

SANTA FE BUILDERS SUPPLY CO.


W. W. Spencer

wws:rg



ESTABLISHED 1884



LOS ANGELES STAMP & STATIONERY CO.

FORMERLY - LOS ANGELES RUBBER STAMP CO.

Marking Devices · Stationery · Printing

15TH AND LOS ANGELES STREETS
LOS ANGELES 15, CALIFORNIA
PROSPECT 4331

March 1, 1953.

The Becker-Valles Co.,
Alamogordo, New Mexico.

Gentlemen:

I thank you for mailing the Los Angeles Stamp & Stationery Company an invitation to your DIAMOND JUBILEE.

I had hoped to be in Alamogordo at that time but was unable to make it.

May I, in behalf of the company I represent, wish you now a long, prosperous continuance of your wonderful organization.

Thanking you for past favors, I am

Yours truly, *Sig Valin*

Sig Valin, Salesman.

SVV:j

THE UNIVERSITY OF CHICAGO

LIBRARY



Sunshine Biscuits, INC.

4075 BRIGHTON BLVD.
DENVER 5, COLO.

TELEPHONE MAIN 1470



February 16 1953.

Becker- Dalies Company,
Belen, New Mexico.

Attention Mr Austin D. Lovett, General Manager.

Dear Mr Lovett:

This is to acknowledge your invitation to attend your Diamond Jubilee 75th Anniversary 1877 to 1952.

I was unable to attend because I had just returned from a trip and was called into Kansas City Missouri because of the death of a small grandson.

However I immediately called our representative Mr Clarence Balten and he was very proud to attend together with his wife and two daughters, and from his report they all enjoyed it immensely.

We wish to take this opportunity to extend our congratulations to you and your associates and to express our pride in the association of our company with yours.

We would like to send along our kindest respects to Mr Paul B Dalies and to Mr P P Simmons. There is a marvelous record and makes me feel like a beginner with only 42 years of service with Sunshine.

On our next trip to Albuquerque we will make a call on you at Belen.

With deep appreciation and sincerest best wishes,

SUNSHINE BISCUITS INC.

District Sales Manager.

Blackwell Wielandy

COMPANY

1601-17 LOCUST STREET

Saint Louis, 3, Mo.

February 13, 1953

The Becker Dalies Company
Belen
New Mexico

Gentlemen:

Please accept our hearty congratulations to you and all the members of your firm on the occasion of celebrating your Diamond Jubilee.

We read with interest and admiration the brief history of your organization and we know that your whole community must share your satisfaction and pride at this time.

Please accept our very best wishes for your continued growth and success.

Yours very truly,

BLACKWELL WIELANDY COMPANY

Godfrey Hartwell
Sales Manager

GH
CB

WHOLESALE
DISTRIBUTORS
STATIONERS
BOOKS & GIFTS



WILLIAM VOLKER & COMPANY

OF MISSOURI, INC.

MAIN, SECOND AND THIRD STREETS
KANSAS CITY 10, Mo.

February 9, 1953

The Becker-Dalies Company
Belen,
New Mexico

Gentlemen:

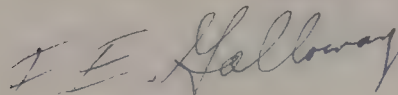
Our congratulations to you on your 75th Anniversary. All of us at Volk's have appreciated the association we have had with your firm during the past years.

We know your Open House will be a success, and we just wish we could be present.

Your letter and invitation was appreciated by all of us, and I can assure you we will be looking forward to many more years of wonderful association with your firm.

Very truly yours,

WILLIAM VOLKER & COMPANY



F. E. Galloway
Sales Manager

FEG:ch

Walker's
AUSTEX
Chili Co.

W. F. Gohlke
EXEC. VICE-PRES.

Austin, Texas

February 17, 1953

The Becker-Dalies Company
Belen, NEW MEXICO

Gentlemen:

I have just returned to my desk, following an illness of several weeks, and our Southwest Sales Manager, Mr. Harold B. Smith, showed me your letter announcing your "Diamond Jubilee" Open House.

We are sorry you are not one of our customers; however, I believe I had the pleasure of meeting members of your firm some years ago and take this opportunity, on behalf of our company, to congratulate you on the completion of 75 years of successful operation in Belen. We wish you continued success, and trust we may have the pleasure of serving you in the future.

With kind regards.

Very truly yours,

W. F. Gohlke
m.

W. F. Gohlke
Exec. Vice Pres.
CREDIT DEPARTMENT.

WFG/mm
cc HBS



CRANE'S CHOCOLATES

The Crane Chocolate Company

1227 MCGEE STREET

Kansas City 6, Mo.

2-9-53

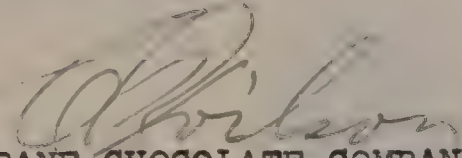
The Becker-Dalies Co.,
Belen, New Mexico

Gentlemen:

We appreciate you sending us a letter about your Diamond Jubilee., You certainly have an enviable record and we wish you continued success and prosperity.

Mr Fee and we all appreciate very much the fine cooperation we have had in working together for a number of years and look forward to serving you in the future.

Yours very truly,


THE CRANE CHOCOLATE COMPANY

"IN ALL THE WORLD NO SWEETS LIKE THESE"



February 9, 1953

The Becker - Dalies Company
P.O.Box 335
Belen, New Mexico

Gentlemen:

We are in receipt of your announcement of your 75th anniversary. It is certainly gratifying to us to have had as wonderful an account on our books for so many years as yours. We certainly wish your organization continued success and every member good health for years to come.

Yours very truly,

Herkert & Meisel Trunk Company

JAM*ab

Will & Baumer Candle Co., Inc.
Los Angeles, California, U.S.A.

February 13, 1953

The Becker-Dalies Company
Belen, New Mexico

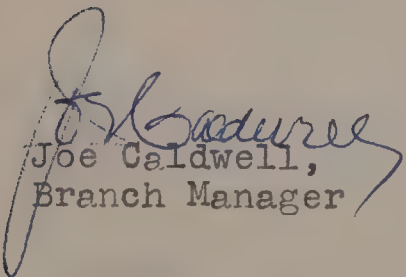
Gentlemen:

We would like to add our congratulations to those of your many, many friends on the occasion of your Diamond Jubilee.

We are interested to read the details of the beginning of your organization back in the Pioneer Days of the New Mexico territory; and we rejoice with you in the celebration of your 75 years of continuous business in Belen.

May your splendid organization enjoy continued success.

Cordially yours,



Joe Caldwell,
Branch Manager

MDugan/em

Kuehne Manufacturing Co.

World's Largest Manufacturers of

TUBULAR STEEL DINETTES HOUSEHOLD STOOLS AND INSTITUTIONAL FURNITURE

EXECUTIVE OFFICES

Mattoon, Illinois

February 9, 1953

Mr. L. C. Becker, President
Becker-Dalies Co.
Belen, New Mexico

Dear Mr. Becker:

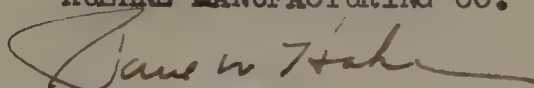
It was a pleasure to read your invitation and announcement with reference to celebrating your Diamond Jubilee.

I want to take this opportunity in behalf of the officers and management of this company to wish you continued success.

Many thanks for thinking of us, and we will be thinking of you during the period of your Open House Tuesday evening, February 10, 1953.

Sincerely,

KUEHNE MANUFACTURING CO.



Paul W. Hake
Vice President

PWH:MEW





FREEMAN SHOE CORPORATION

BELOIT, WISCONSIN

Executive Offices
J. D. TOBIAS
VICE PRESIDENT

February 9, 1953

Mr. L.C. Becker, President,
The Becker-Dalies Company
Belen, New Mexico

Dear Mr. Becker:

The writer desires to add his compliments to those of Mr. Cary's upon the celebration of your Diamond Jubilee.

It is a real pleasure to be associated with the Becker-Dalies Company, and it is a source of considerable regret that we are not able to be with you in person during your open house this week.

We know Mr. Edwards joins us in extending his best wishes and hopes that your wonderful business and the splendid relationship we now enjoy with you will go on for many years to come,

With kindest regards and sincere best wishes for your continued success, I remain

Cordially yours,

A handwritten signature in dark ink, appearing to read 'John D. Tobias'.

JOHN D TOBIAS
Vice President - Sales

Dalies

jdt;bw

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES

HOME OFFICE NEW YORK 1, NEW YORK

THOMAS I. PARKINSON, PRESIDENT

PETER R. CUNNINGHAM
AGENCY GROUP SUPERVISOR
ROOM 305 FIRST NATIONAL BANK BLDG.
ALBUQUERQUE, N. MEX.
TELEPHONE: 7-8872

MEMBER GROUP MILLIONAIRES' CLUB

ALBUQUERQUE, N. MEX.,

February 9, 1953

Mr. Austin Lovett
Becker-Dallies Co.
Belen, New Mexico

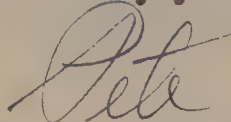
Dear Austin:

I want to thank you very much for your kind thoughtfulness in sending me an invitation to attend your Diamond Jubilee in Belen. Unfortunately, I will be unable to attend and regret this very much.

I can appreciate that this means a lot to you and to Mr. Dallies particularly, and will be thinking of you.

Best wishes to Dorothy and all the family.

Sincerely yours,



P. R. Cunningham
Agency Group Supervisor

PRC/am

5: P.M. Please excuse
the extra L in Dalies
Pete

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES

HOME OFFICE NEW YORK 1, NEW YORK

THOMAS I. PARKINSON, PRESIDENT

M. WARREN BENTON, C.L.U., DISTRICT MANAGER

J. J. FRALEY AGENCY

305 FIRST NATIONAL BANK BLDG.

ALBUQUERQUE, N. MEX.

TELEPHONE: 7-8872

ALBUQUERQUE, N. MEX.,

February 10, 1953

Mr. Austin D. Lovett
c/o Becker-Dalies Company
Belen, New Mexico

Dear Austin:

Our heartiest congratulations to you and to your associates of the Becker-Dalies Company on your Company's 75th anniversary of successful business in Belen.

It is Jeff Fraley's and my wish that your firm will enjoy another 75 years, at least, of prosperity.

Jeff joins me in sending you our kindest regards.

Very sincerely,



M. Warren Benton
District Manager

MWB/m

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

VLT=Int'l Victory Ltr.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

27-94 0\$=ALBUQUERQUE NMEX FEB 10 223P=

BECKER=DALIES CO=

BN=

1-753

CONGRATULATIONS ON YOUR SEVENTY FIVE ANNIVERSARY. WILL TRY
TO ATTEND YOUR DIAMOND JUBILEE WEATHER PERMITTING

S O AUSTIN BRANCH MANAGER THE NATIONAL CASH REGISTER
COMPANY=

(2350)

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

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AYB007 NL PD=NEWPORT BEACH CALIF FEB 9=

THE BECKER DALIES CO=

BELEN NMEX=

1953

SINCERE CONGRATULATIONS ON YOUR SEVENTY FIFTH ANNIVERSARY BEST
WISHES FOR MANY MORE YEARS OF CONTINUED SUCCESS=

LOIS AND SANDY=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

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WUA65 PD=LARNED KANS FEB 10 1115- 1953

THE BECKER DALIES CO

BN

CONGRATULATIONS ON YOUR DIAMOND JUBILEE ANNIVERSARY WISH WE
COULD BE THERE TO CELEBRATE WITH YOU

MR AND MRS A A ROW

(1222P)

Uncle of Austin W. Lovett

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

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AYBO13 DL PD=WUX BELOIT WIS FEB 10 852A=

L C BECKER=

BECKER DALIES CO BELEN NMEX=

CONGRATULATIONS ON YOUR DIAMOND JUBILEE REGRET WE CANNOT BE
WITH YOU IN PERSON ON THE WONDERFUL OCCASION=

HARVEY T CARY PRESIDENT FREEMAN SHOE CORP BELOIT WIS=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter

NL=Night Letter

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AYB003 NL PD=DG DEMING NMEX FEB 9=

BECKER DALIES CO=

BELEN NMEX=

HEARTIEST CONGRATULATIONS ON YOUR 75TH ANNIVERSARY BEST

WISHES FOR CONTINUED SUCCESS AND PROSPERITY=

RICHARD BLOCK=

75=

A

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AYB005 NL PD=DENVER COLO FEB 9=

A D LOVETT=

BECKER DALIES CO BELEN NMEX=

I WISH YOU TO PROSPER FOR THE NEXT 75 YRS AS THOSE JUST PASSED=

MY FIRM JOINS ME IN WISHING YOU THE BEST=

T J MOODEY JR ELDER MFG CO=

75=

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WUA116 0\$#& LOS ANGELES CALIF FEB 10 249P 1953=

L C BECKER=

CARE BECKER DALIES CO BN=

ALL OF US WITH TIMELY CLOTHES WISH YOUR FINE COMPANY HEARTIEST
CONGRATULATIONS AND CONTINUED SUCCESS ON YOUR DIAMOND JUBILEE=

TIMELY CLOTHES=

(411P)

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WUA100 PD=GS STLOUIS MO FEB 10 352P 1953

THE BECKER DALIES CO=

BN=

1953

DELIGHTED TO JOIN YOUR MANY FRIENDS EXTENDING CONGRATULATIONS
ON THIS MAGNIFICENT DIAMOND JUBILEE CELEBRATION. RECOGNIZING
THE SIGNIFICANCE OF THIS EVENT AND PROUD TO HAVE WONDER MAID
LINGERIE IN YOUR STORE WE REGRET BEING UNABLE TO ATTEND THE
JUBILEE. WE WISH YOU CONTINUED SUCCESS AND FURTHER
ACHIEVEMENTS IN THE YEARS AHEAD.

WONDER MAID INC HARVEY B WITTCOFF PRES=

(315P)

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WUB037 0\$#1- / PHILADELPHIA PENN FEB 10 422P=

BECKER DALIES CO=

BELEN NMEX=

CONGRATULATIONS ON YOUR DIAMOND JUBILEE BEST WISHES FOR
CONTINUED SUCCESS=

S RUDOFKERS SONS INC=

(254P)

1953

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AYA104 PD=FAX BALTIMORE MD FEB 10 4320 QOTE=

THE BECKER-DALIES CO=

BN=

1953

CONGRATULATIONS ON YOUR 75TH ANNIVERSARY OUR WISH IS FOR
YOUR CONTINUED SUCCESS=

A SAGNERS SON INC LOUIS CULINER=

(3230)

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WUB032 00#21 KARSAS 0836 102 FEB 10 3000#1

C BECKER=

THE BECKER DALIES CO BELEN NMEX=

CONGRATULATIONS ON YOUR DIAMOND JUBILEE AND BEST WISHES FOR
YOUR CONTINUED SUCCESS=

J C HALL HALL BROTHERS INC=

(2200)

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AY63B CGN PD=RF DALLAS TEX 9 406P=

THE BECKER DALIES CO=

BELEN NMEX=

CONGRATULATIONS ON YOUR DIAMOND JUBILEE. OUR SINCERE THANKS
FOR YOUR PAST PATRONAGE AND BEST WISHES FOR YOUR CONTINUED
SUCCESS=

THE H W GOSSARD CO=

(3470)=

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AY60? NL PD= WH STLOUIS MO 9=

THE BECKER DALIES CO=

BELEN NMEX=

WE EXTEND OUR HEARTIEST CONGRATULATIONS TO YOU UPON THE
COMPLETION OF SEVENTY FIVE YEARS OF SUCCESS IN BUSINESS AND
HOPE THAT FUTURE HOLDS MANY YEARS OF EVEN GREATER SUCCESS=

RICE STIX INC E P GIBBONS=

(344P)=

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WUA64 PD=ALBUQUERQUE NMEX FEB 10 1149A=

BECKER DALIES=

BN=

CONGRATULATIONS ON YOUR SEVENTY-FIFTH ANNIVERSARY AND WISHES
FOR CONTINUED SUCCESS=

FIREMAN'S FUND GROUP ALBUQUERQUE OFFICE=
(1222P)

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WUA66 PD=WUX OKLAHOMACITY OKLA FEB 10 1216P 1953

THE BECKER DALIES CO=

:BN=

CONGRATULATIONS ON YOUR 75TH ANNIVERSARY MAY COTINUED SUCCESS
HEALTH AND HAPPINESS BE YOURS=

MACKLANBURG DUNCAN CO PAUL FLOYD=

(1224P)

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WUA63 PD=CHICAGO ILL FEB 10 1236P 1953=

BECKER DALIES CO=

BN=

WANT TO TAKE THIS OPPORTUNITY TO WISH YOU SUCCESS ON YOUR
SEVENTY FIFTH ANNIVERSARY=

DEENA PRODUCTS CO ABE B GOLDBERG=

(1220P)

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NUA62 0^U=CARLSBAD NMEX FEB 10 1125A 1953#

LOVETT=

BECKER AND DALIES BN=

BEST WISHES FOR CONTINUED SUCCESS ON YOUR 75TH ANNIVERSARY.

WISH WE COULD BE WITH YOU=

MR AND MRS EARLING ANDERSON=

(1220P)

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WUA85 0\$=PHOENIX ARIZ FEB 10 12250 1953=

A D LOVETT=

MANAGER BECKER=\$-1839 CO BN=

LAURA JOINS ME IN CONGRATULATIONS AND BEST WISHES FOR A VERY
SUCCESSFUL SEVENTY FIFTH ANNIVERSARY CELEBRATION=

L CBECKER=

(134P)

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

BHHC 2-3-4

1"
Tome or Los Lunas N. Mex.
August 22nd. 1935.

The Becker Dales Co.

c/o Mr. Paul Dales.

Belen New Mexico.

Dear Sir:

I am writing you this letter in the form of an application, to see if I can get a job, or some work at your office, in your store, or outside of your store. I am a young man 28 years of age. I have a regular education, and I can do any kind of work where good education is required. I am pretty good on accounting or for the typewriter. I can also

do any kind of work, such as store clerk, drive a truck, be time keeper or any other kind of hard work.

Mr. Gillie Salazar is my first cousin. If he was good as a store clerk, so am I, that is our motto. Be good and honest at all times.

I depend upon my work only, for my livelihood and support, and that is why I am looking for work. I haven't had a job now for a long long time, and I sure do need work awful bad.

So if you favor me with a little job, this is a favor that I will appreciate very much. I am

ready to do any kind of work
whether it is hard or easy.

So if there is any chance of some
work in the future, please let me
know and I'll go up there and talk
to you about it, and have it all
settled up. I'll be ready to go to
work any time and do and be at
your command and service all the time.

Thanking you for the help you'll
give me in this matter, and hoping
to hear from you in the near future.

Remain

Sincerely yours,
Damas Dyllman Salzar.



Summer

New York Jan 5, 92

The John Backer Co.

Bellevue N. Y.

Dear Sir,

I rec'd your calendar
which I thank you very
much for. so I will enclose
a few stamps in mailing
The are new comers to the state
of New York and some think
it is a grand state not come
from Texas which is a very
beautiful country. We bought
the Central Meat Market which
means a successful business is
on that is cash. I hope

Yours Truly

Wm H. W. Tomberg

Dr 100 (H. Summer) N. Y.

6/15-45

Becky Baker G

Bellevue, Wis

Dear Mrs. Becker.

I have received one
notice on my a/c of
Hapl with pay of 45.⁰⁰
and cents. I will

take care of it next
month. O.K. July 4, 1945

I am sorry at this time I
could not settle it but
around the 20th of next month
you don't need to be

worrying I always have
take care of Debts some
time or some and some time

later

Yours
Arthur

I am also Arthur

BHHC-2-3-4-15.

John Becker Business Card

JOHN BECKER

*Wholesale and Retail
Dealer in....*

GENERAL MERCHANDISE AND PRODUCE

WOOL, HIDES AND PELTS

..Farm Implements, Wagons and Buggies..

BELEN, NEW MEXICO

BECKER-DALIES INC.

"Serving the Entire Family since 1877"

BELEN, NEW MEXICO

1992.002.079

7/15/92
FBI - 3-8-92

BHHHC-2-3-4 57-107

Letters-Telegrams

